

LinkedIn Profiles Beat Resumes

LinkedIn profiles are more attractive to hiring managers than conventional online resumes because:

1. Profiles' content is public and well-indexed (searchable via Google, plus by LI connections and LinkedIn Recruiter, rather than being located on a private server or fee-based resume bank).
2. Profiles provide rich detail. Candidates can engage readers with their picture, recommendations, skills/expertise tags (with endorsements), links to online portfolio/resume/blog/Twitter/videos, even slide decks, Amazon reading lists, and formal publications.
3. Profiles are easy to share among stakeholders, each of whom may have unique access to members of the candidate's network for reference-checking purposes.
4. Messaging is fully integrated, making it easy to reach members who have worked with the candidate.
5. LinkedIn makes it easy (and free) to "Search for references" and share that communication with other stakeholders.
6. Profiles' public nature actively dissuades candidates from embellishing their accomplishments (for fear of contradiction by past colleagues and, especially, managers).
7. Recommendations/testimonials are easy to find and, even better, to verify.
8. Candidates' contributions to Answers and Groups readily demonstrate their talents and interests.
9. Profiles' "Skills and Expertise" self-tagging feature, together with endorsements, readily validate candidates' talent.

On the other hand:

1. LinkedIn makes it hard to have more than one profile (unless they're in different languages). Thus profiles are generic and relatively untargeted, not specific to a role, industry, or region.
2. LinkedIn profiles are not (yet) legally binding like a resume, where fabrications can -- and are -- the basis for termination.
3. LinkedIn constrains word count and format, making it hard to create an effective functional resume
4. Jobseekers routinely lie on both resumes and LinkedIn profiles, plant references, and claim credit for work they didn't do and responsibilities they didn't have.
5. LinkedIn isn't immune from data theft, spoofing, and spamming. They had a close call in the summer of 2012 that caused them to reset passwords for nn million members.