

# Career Services Quick Tips

## LINKEDIN PROFILE



### »» WHAT IS A LINKEDIN PROFILE? ««

A **LinkedIn profile** is a professional page that allows you to showcase your skills, experience, and education. It is a way to manage your personal brand, connect with opportunities, and find new jobs.

#### PROFILE PICTURE

- **Use a high-quality, professional photo:** Choose a headshot that is clear and appropriate for your field. Avoid selfies or casual pictures. A simple background with good lighting works best. A smile signals friendliness and approachability, which is a great way to engage potential connections.
- **Dress professionally:** Wear attire that aligns with the industry you are targeting.
- Use a **banner** (background image) creatively to showcase something related to your field, passion, or personal brand. It could be a visual of your industry, a motivational quote, or even a professional photo of you at work. If you do not have a specific banner image in mind, LinkedIn offers default options.

#### HEADLINE

- **Do not just list your job title:** Your headline is the first thing people see, so it is your elevator pitch. Go beyond your job title to showcase what makes you unique.
- Consider using symbols like vertical bars (|) or bullets (•) to separate key points in your headline for easy readability.
- Use keywords from your industry. This improves discoverability, especially for recruiters searching for specific skills or job titles.
- Incorporate key skills and job titles: if you are a student, you could include your current field of study or desired career path.

#### SUMMARY SECTION

- **Craft a compelling narrative:** The "About" section should give a snapshot of your career, achievements, and what drives you. Think of it as your personal brand story. Start with a brief sentence that captures who you are and what you are passionate about.
- **Highlight your strengths and key achievements:** You can talk about your expertise, but also tie it back to how it benefits potential employers or clients.
- **Show your personality:** This is where you can infuse a bit of your personality and personal values. Are you passionate about helping others? Do you thrive in collaborative environments? Show what drives you.

#### WORK EXPERIENCE

- **Focus on accomplishments:** Do not just list job duties. Emphasise the results you have achieved in each role. Include numbers to demonstrate your impact (e.g., percentage increase in sales, successful campaigns, project completions).
- **Tailor your experience to your career goals:** Even if your current role does not exactly match your desired career path, highlight transferable skills and achievements.
- **Use bullet points:** For easy readability, break down your responsibilities and accomplishments into bullet points. Prioritise key contributions first.

#### SKILLS

- **Select skills that align with your career goals:** Add a mix of hard and soft skills that match the jobs you are aiming for. LinkedIn allows you to list up to 50 skills, but prioritise the most relevant ones.

## RECOMMENDATIONS

- **Recommendations add credibility:** Ask colleagues, mentors, professors, or clients for LinkedIn recommendations that vouch for your skills, character, and work ethic.
- Do not be afraid to ask for specific recommendations that highlight particular skills or projects you have worked on.
- **Offer to write a recommendation in return:** This is a great way to create a reciprocal relationship.
- Recommendations should speak to your professional capabilities and personal qualities.

## EDUCATION

- **List your educational background:** Include your degree(s), majors, any relevant coursework, and extracurricular activities.
- **Highlight Certification and training:** Highlight any additional training or certifications, especially those relevant to your career.
- **Keep this section up-to-date:** adding any new certifications you complete.

## NETWORKING

- **Make connections:** LinkedIn is about networking, so do not hesitate to connect with classmates, professors, industry professionals, or potential employers. Personalise your connection request with a brief, thoughtful message.
- **Join LinkedIn groups:** Participate in relevant industry groups to keep up with trends, share insights, and network.
- **Follow industry influencers:** Following thought leaders or organisations in your field will help you stay informed about industry news, trends, and discussions.
- **Engage regularly:** Share posts, comment thoughtfully on others' posts, and interact with connections. Regular activity helps increase your visibility on the platform.

## MAKE YOUR PROFILE PUBLIC

- **Customise your URL:** Customise your URL to make it simpler and more professional. Ideally, it should be just your name. This makes your profile more shareable and recognisable, especially when included on CV's, email signatures, or personal websites.
- **Adjust your settings:** Ensure your LinkedIn profile is set to be visible to potential recruiters, employers, and others in your field. Check your privacy settings and make sure the key sections of your profile (headline, experience, etc.) are visible to the public.

## MAKE YOUR PROFILE SEARCHABLE

- **Use relevant keywords:** Incorporate industry-specific keywords in your headline, summary, and experience. This helps your profile show up in search results when recruiters are looking for candidates with those skills.
- **Update your profile regularly:** Keep your profile current with any new skills, job changes, or achievements. This shows you are actively engaged and growing professionally.

## STAY PROFESSIONAL

- **Avoid overly casual language:** Maintain professionalism in your tone, even in your summary and posts. While LinkedIn allows for more personality, it is still a professional networking platform.
- **Review privacy settings:** Make sure your privacy settings are aligned with your goals. For instance, if you are looking for job opportunities, ensure your profile is visible to recruiters.

## ADDITIONAL TIPS FOR MAINTAINING A STRONG LINKEDIN PRESENCE:

- **Be consistent across platforms:** Your LinkedIn profile should align with your CV and other online professional profiles (personal website, portfolio, etc.).
- **Be active but authentic:** Whether you are sharing articles or insights, ensure your posts align with your professional values and brand.
- **Be active and strategic:** The more active you are on LinkedIn (through sharing posts, commenting, or engaging in groups), the more likely you are to be noticed by potential employers or collaborators.

