

## **LinkedIn – Developing a Professional Profile**



### **Why use LinkedIn?**

- Gain access to millions of professionals worldwide
- Develop a professional profile and network online
- Find job opportunities – over 87% of recruiters use LinkedIn to find talent and research candidates
- Build your commercial awareness

### **Create an effective profile**

- Add a professional profile picture – it's 14 times more likely that your profile will be viewed.
- Target the 'About' section to the types of job role and sectors that interest you – it's the first part of your profile that others see, and an opportunity to promote yourself to potential connections and employers. Make sure it is kept up-to-date too.

Aim to state (as briefly as possible) who you are, what you are currently doing, and what you are offering, i.e. your most relevant qualifications, skills, experiences and achievements. EXAMPLE:

*BA Education final year student | Skilled in child development | Primary classroom teaching experience | Seeking opportunities in educational policy and curriculum development*

- Customise your URL – make your profile link easier to find, e.g. *linkedin.com/in/joe-bloggs* rather than *linkedin.com/in/HRbt3817zugubn245*
- Add only those profile sections that can be completed with relevant information, such as:

#### **Experience**

- Include your work experience, internships, voluntary work and part-time jobs.
- Outline each role, using bullet points to describe key duties and responsibilities, and the skills developed and used in this work. Avoid long paragraphs of narrative.
- Add links to rich media where relevant/available, that showcase your work, research and skills, e.g. portfolios, websites, blogs, videos and projects.
- Use action verbs to demonstrate what you can do, e.g. *Developed a new marketing strategy.*

#### **Education**

Include:

- your degree, relevant modules, projects, dissertation, specific knowledge gained
- any additional training, courses, awards, publications
- extracurricular activities and positions of responsibility, e.g. participation in student societies.

## Skills & Endorsements

- Add your key skills, prioritising those required for the job role/sector that interest you, before adding additional skills.
- Prove your skills and ability by asking connections who have seen your work to endorse what you can do.

## Recommendations

Ask connections who have given you good feedback, e.g. a placement supervisor or line manager, to write a recommendation.

## Additional sections

You can build your profile further if you wish by completing additional sections available, such as accomplishments and interests.

## Grow your network

- Follow people – relevant employers, influencers and professionals - who work in the industry of interest to you. Send a personalised message when asking to connect, rather than the automated message generated.
- Follow organisations to find job opportunities and build industry knowledge.
- Connect with people – professionals, colleagues, academics and alumni.
- Join relevant professional groups/groups of interest.
- To help get your profile noticed, actively engage with your network – participate in discussions, start discussions and write articles. Like/comment on posts, and share useful resources.

## Job-seeking?

- If you're looking for work or work-related opportunities, connect with recruiters, e.g. Graduate Recruitment Managers, HR professionals, recruitment agencies.
- Show recruiters you're "open for work" at the top of your profile and select your job preferences to confirm the roles you're looking for.
- Search for jobs and set up job alerts to receive notifications.

## Further help

- Check out the useful hints and resources at [LinkedIn for students](#).
- Ask the [Careers Service](#) for feedback on your LinkedIn profile.
- Attend a skills workshop about using LinkedIn; log in to [ABERcareers](#) for details.