



LinkedIn is the world's largest professional network. You can build a professional identity, discover professional opportunities, and get the latest news and insights to better yourself.

## HEADLINE

- Employers always emphasise how important the profile is, so it is vital that you spend time on it so you can market yourself in the best light possible
- Use professional names only
- Use a professional looking photo
  - Adding a profile picture makes your profile 14 times more likely to be viewed by others
- Adding an industry could get you 15 times more profile views
- Make yourself contactable – provide an email address
- Sell yourself, the headline should be catchy
  - Brand your professional headline. Include information designed to encourage your potential visitor to find out more about you. Use that space to succinctly showcase your specialty, be aspirational and differentiate yourself e.g. “Honours student seeking marketing position”
  - Include job titles that will assist recruiters to find you, eg ACCOUNTANT|PROJECT MANAGER|...
- Customise your profile URL
  - Use a customised URL like linkedin.com/in/johnsmith rather than linkedin.com/pub/john-smith/4a/z89/

Select “edit profile”, select the “edit” option next to the URL, click on “customize your public profile URL”

## POSTS

- Publishing posts is a great way to get noticed
- Be active – update your status on a regular basis
- Share thoughtful/insightful news within your industry
- Like and comment on posts in your feed

## BACKGROUND

### SUMMARY

- Write a compelling, interesting summary, using a natural, conversational tone
  - Give potential employers a chance to know the real you
  - Try and strike a balance between appearing too casual and too pretentious
- Expand upon your professional headline and support it
- This is your elevator pitch – include what motivates you, what your skills are and where you want your career to go
- Include a clear call to action so your reader can reach out and easily contact you
  - E.g. To learn more about my experience in X, visit [www.website.com](http://www.website.com) or call me on 99 9999 9999 (Australian Eastern Standard Time)

### EXPERIENCE

- Don't just say it, display it. Add rich media to make your profile pop
  - Show examples of your work i.e. YouTube videos, presentations from slide-share/prezi/powerpoint, documents from scribd, word.

*But don't go overboard. Multimedia in moderation.*

- Be precise. Don't be afraid to use detail
- List experiences that describe your key accomplishments and how you impacted the organisation
  - It's not just a place to list all your job duties but to highlight your accomplishments and transferable skills (just like your resume). Make sure your experience section has bullet points that describe what you did, how well you did it, and who it impacted.

- If you list yourself as currently unemployed, despite past experience, you'll probably be missed in most searches. Therefore, if you're currently unemployed, create a dummy job listing in the current section that includes the job title(s) you're targeting – 'Full-Time Student/Accountant in Training' – followed by a phrase like "In Transition" or "Seeking New Opportunity" in the Company name box.

*Take a look at the job description for the jobs you want and find the common or key words. Make sure those words and phrases are sprinkled throughout your summary and experience.*

## SKILLS AND ENDORSEMENTS

- You can reorder skills and place the more important ones at the top
- People who include skills get around 17 times more profile views
- Don't ignore endorsements – manage them
  - Endorsements might also affect how you appear in LinkedIn search results
  - A few recommendations can go a long way in helping to establish your credibility, but you've got to ask for them

## VOLUNTEER EXPERIENCE & CAUSES

- Volunteering can be just as important as work experience
- 42% of hiring managers surveyed by LinkedIn said they view volunteer experience as equivalent to formal work experience

## EDUCATION

- Be specific about your education - it will get noticed
- Members who have an education on their profile receive an average of 10 times more profile views than those who don't
- Include your major(s) and minors, courses and study abroad programs. Also include GPA/ WAM and awards.

## GROUPS

- Your profile is 5 times more likely to be viewed if you join & are active in groups
- Join relevant groups as they will be visible on your profile
- There are more than 200 conversations happening each minute across LinkedIn Groups

- Joining a group lets others contact you using the Group messaging feature, and you can contact them
- 81% of users belong to at least one group

## CONNECTIONS

- If you don't have enough LinkedIn connections, you simply might not show up on as many LinkedIn searches as a 2<sup>nd</sup> degree connection as you should
- Ideally, you should have at least 50-100 people as a starting point.
  - But don't add people you don't know. If enough people reject your request and say they don't know you, LinkedIn can shut down your account
- Connect the dots with your past as much as possible to allow as many people from your past to find you – and so you can find them

## Most overused buzzwords on LinkedIn profiles in the US and Worldwide:

1. Creative
2. Organisational
3. Effective
4. Motivated
5. Extensive experience
6. Track record
7. Innovative
8. Responsible
9. Analytical
10. Problem solving

*Extra Career tip: Use the advanced search to seek professionals in a specific career. Then examine their profiles to see how they got there, what they studied, the types of jobs they had etc.*

## References and additional links

[LinkedIn for Students](#)

[LinkedIn for Higher Education Professionals](#)

[10 Tips for the Perfect LinkedIn Profile](#) (Infographic on SlideShare)

[LinkedIn YouTube channel](#) for videos and content

[Ultimate Guide Building Killer LinkedIn Profile Infographic](#)

[The Ultimate Cheat Sheet for Mastering LinkedIn](#)

[The New LinkedIn Stats You Need to Know](#)

[By the Numbers a few Important LinkedIn Stats](#)

[The 31 Best LinkedIn profile Tips for Job Seekers](#)

### FIND OUT MORE

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