

LinkedIn Hints and Tips

Social media popularity is increasing, and employers use it to advertise their vacancies, approach potential employees and search for future talent. A LinkedIn profile enables you to build a professional brand and profile online, and can aid your job search, help you identify ways to improve your skills, create networking opportunities and much more.

How to Create a Professional Profile

- **Professional Photo** - Use a professional photo facing head on and not a Facebook photo of you sunbathing on holiday!
- **Memorable Headline** – Your headline appears under your name and should be eye-catching to an employer with a short summary of your expertise or your achievements, and what you are looking for.
- **Biography** – Include what role you are looking for and use LinkedIn as you would a CV and professional bio; include your career history, qualifications, the industry that interests you and add resources to evidence your work.
- **Skills** – Add skills to your profile to help you get noticed.
- **Start Linking** – Link with your university tutors, employability tutors, class mates, family, friends, colleagues, bosses, recruitment consultants and your Step Account Manager.

Using LinkedIn to Improve Career Prospects

- **Job Listings** - Following company LinkedIn pages that you are interested in allows you to view their job postings; they are pulled from listings on the internet, which is helpful if the company isn't too active on LinkedIn.
- **Company Information** – When preparing for an interview or application, a company's social media highlights business related news, the benefits of working for a company and their aims and future projects, etc.
 - This is especially important in jobs relating directly to social media, e.g. marketing, community management, branding, merchandising, HR and customer support.
- **'LinkedIn Groups'** – Follow LinkedIn Groups to learn more about a particular industry, jobs being advertised in your area and to keep up to date with regular news in a particular field.
- **Little Black Book** – LinkedIn allows you to keep track of people you meet along the way; this may prove invaluable with potential job ventures and when seeking advice from past connections.
- **Recommendations** – Recommendations from supervisors, colleagues and clients confirm your skills and successes, and highlight to future employers that you're an asset. The best way get recommendations is to write them for other contacts, telling them why you've done so following your great impression of their work and ask if they would consider the same for you.
- **Quality of Connections** – Don't accept everyone who requests to connect: it's about quality not quantity. Accept people who reflect your professional brand, and reach out to

those with potential value; you could ask for your first or second degree connections to introduce you or make a recommendation.

