

THE CHECKLIST



Search



Home



My Network



Jobs



Messaging



Notifications



1. LinkedIn set up

To get started, go to www.linkedin.com and click 'Join now'.



The website will guide you through the steps needed to add all of your basic information



Considering skipping the 'add contacts' step. Wait until your profile is ready before making connections.



2. Profile & Banner Images

Your profile image is the first thing potential employers will see



Use an appropriate high resolution photo for your profile



It should be recent and recognisable, with good lighting & composition



Customise the banner image in line with your personality or your interests.



3. 'About' section

Go to 'Add profile section' and add choose 'About'. Here you can provide a short introduction. Consider including the following:



Your current situation
(student, self-employed, seeking employment, etc)



Your goals & aspirations



Your skills & interests

Try mixing up the order of these topics so that its more interesting to read.



4. Experience & Education

Add any relevant experience and qualifications to your profile



Describe what the role involved e.g. the main duties and required skills such as software expertise



Add specific projects.
Go to 'Add profile section' > 'Accomplishments' > 'Projects'

Keep this information up to date by regularly checking and updating

TIPS



LinkedIn is an online CV, networking and job searching tool. Having a strong online presence is more important than ever. These tips are designed to help you make the most of this platform.



Wait until your profile is ready before adding connections. They will receive a notification and may view your profile straight away



Add your coursemates, as they're likely to go into the same field as you



Use the 'Featured' section to showcase your best work, a project or a link to a website where people can find out more



For professional connections, consider following up the request with a note explaining why you're connecting



Search for people in the roles that you're interested in and map the path they took to get there



Add **job search alerts** to get notified when roles with your chosen key words are listed

Google

Search

Try searching for yourself in a search engine like Google. What do you find? Are there changes you could make to improve the results? Changing privacy settings for example.



LinkedIn is Microsoft's largest acquisition to date at over \$26b. They put a lot of investment in to search engine optimisation (SEO). So your LinkedIn profile is likely to show up in search results.



Always check who you receive connection requests from. Accepting a connection request gives that person access to your network.

If you would like one-to-one feedback on your profile, please get in touch:

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