



# Build Your Online Brand

## What is LinkedIn?

LinkedIn is a professional social networking site that allows you to:

- ◆ Showcase your skills and experience
- ◆ Connect with professional people in different industries across the globe
- ◆ Follow companies you are interested in
- ◆ Keep informed about trends in relevant industries
- ◆ Seek employment opportunities

**In order for LinkedIn to work effectively, CV's should be completed to a high standard**

# Why join LinkedIn?



**380 million Users**

LinkedIn has grown in popularity and there are now millions of users in 200 countries



**3 million Jobs**

Often LinkedIn is overlooked as a jobs hub. There are millions of jobs advertised on LinkedIn



**94% Recruiters**

A staggering 94% of recruiters vet prospective employees on LinkedIn

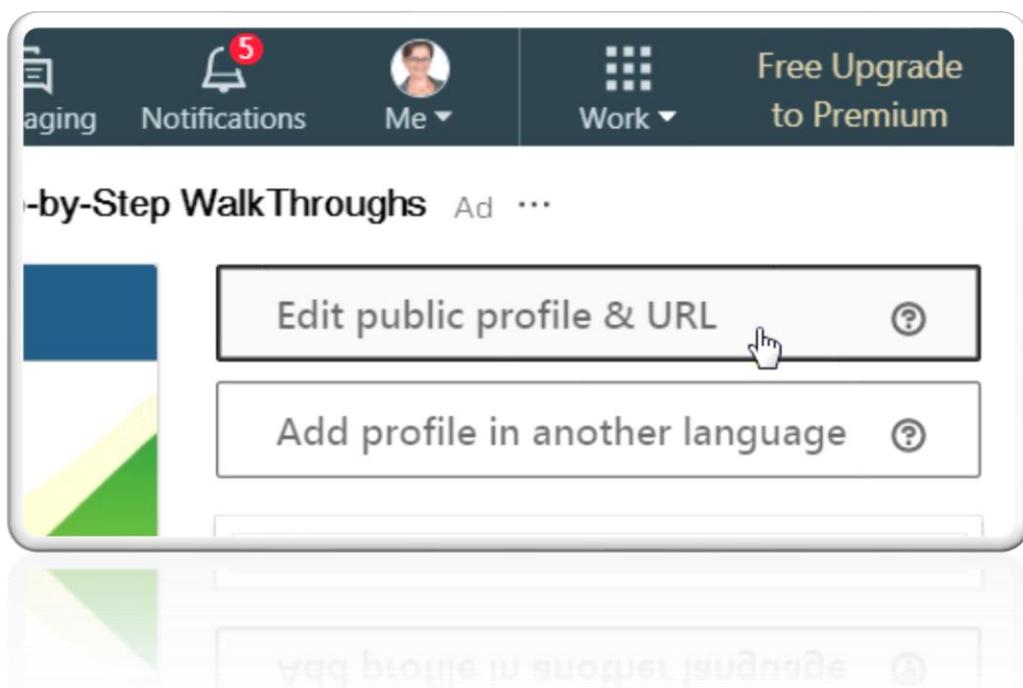
# Create a LinkedIn Account



- ◆ Go to [www.linkedin.com](http://www.linkedin.com)
- ◆ Sign up with your email address and create a password
- ◆ To create your profile fill in the details required – Job title can be ‘Student/graduate of XXXX’ currently job seeking or something similar
- ◆ Confirm your email address
- ◆ You can choose to contact people in your email address book or ‘skip this step’
- ◆ Pick the FREE basic account
- ◆ Start filling in your profile

## Personalise your URL

This makes it look more professional on your CV and is easier for a prospective new employer to view your profile



- ◆ Go to your privacy settings
- ◆ Click on 'Edit your public profile'
- ◆ On the top, right side of your public profile you will see your URL, beside it is an edit tool.  
If your name is not available use a professional alternative

### Descriptive headline & personal summary

- ◆ Use Keywords that will be recognised by LinkedIn search engines
- ◆ If your current status is 'unemployed' or 'in training', specify the field you are in, the role you are seeking (e.g Marketing Executive, seeking Digital Marketing opportunities) and include some skills such as: Adobe Qualified/CCNA Certified/Social Media Expert
- ◆ The position you include in your headline will be generated in your 'Experience' section. Put in a small description of what you are currently doing
- ◆ Your Summary should be concise, like the personal profile on your CV – use plenty of keywords

## Getting Noticed

### Industry

Join Industry groups & engage in conversations. This demonstrates an interest in your chosen field and could help you to get noticed by the right people. Follow companies.

### Blog

Start a blog page and share blog posts that showcase your knowledge / skills in your industry

### Post

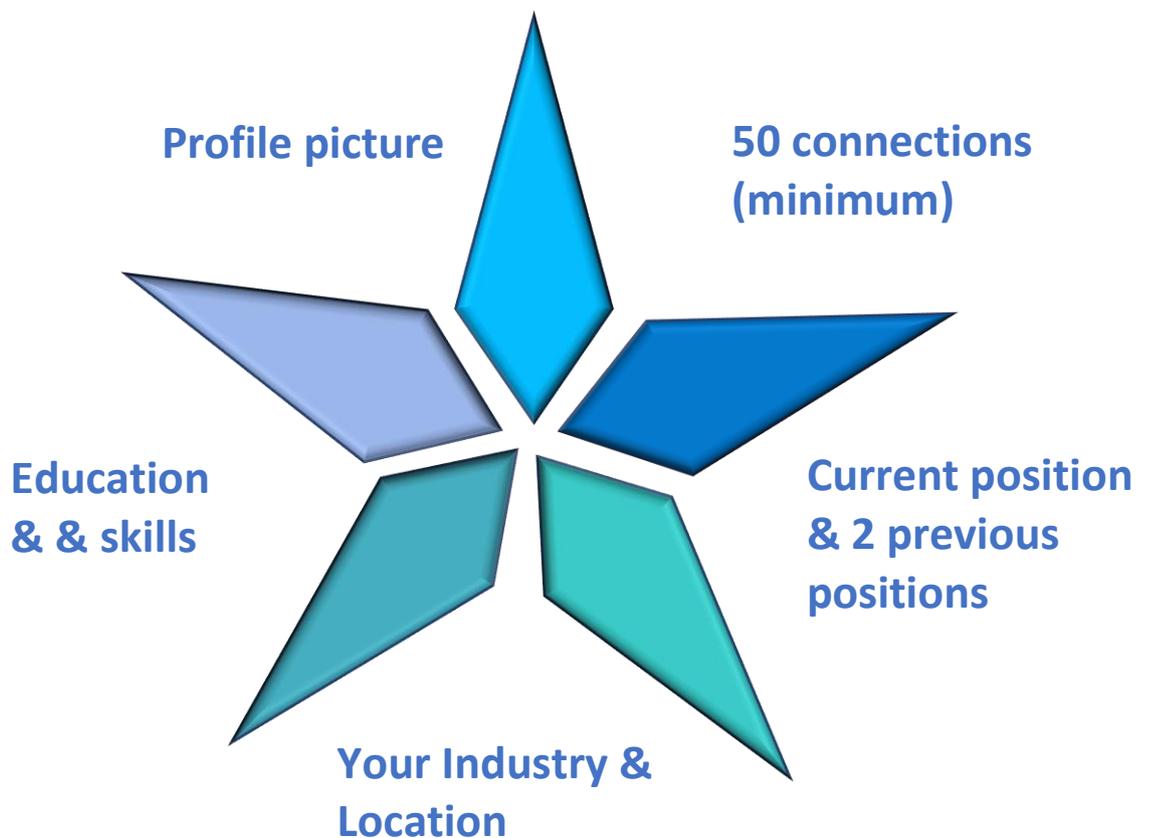
Post interesting articles, relevant industry facts/news, infographics, videos, slide share presentations etc. that will be of interest to your network

Grow your **network** by adding connections. Connect with people you know from your email address book (you can automate this when signing up), contact past colleagues and classmates, request people that you would like to know or connect with your contacts connections. There is a social etiquette with regards to making connections, be aware of this.



Users with complete profiles are **40 times** more likely to receive opportunities through LinkedIn than someone with an incomplete profile.

## How to Achieve it?



Your profile is 11 times more likely to be seen if you have a profile picture, but be conscious of what your picture says about you! Make sure it is professional.

*Little or no makeup* →  
*Little or no Jewellery* →  
*Tidy hair* →  
*Formal Dress* →  
*Good lighting* →



← *Plain background*  
← *Neat Haircut*  
← *Well-groomed*  
← *Warm Smile*  
← *Appear Confident*  
← *Formal Dress*

## LinkedIn & Curriculum Vitae



- ◆ More informal writing than that of a C.V. – Allows for you to express your personality in your own words
- ◆ Allows past colleagues to comment on you as an individual through the Recommendations and Testimonial sections
- ◆ Facility to attach any pieces of information you feel may benefit you and your profile i.e. Blogs, Research, activities in groups
- ◆ An active document that can be regularly revised as we add status updates, receive and provide recommendations and interact with others



- ✓ For tips and tutorials see **LinkedIn's YouTube channel**
- ✓ LinkedIn **Help Centre** has more information on 'Getting Started', 'Building your Identity', 'Growing your network' and 'finding career opportunities'
- ✓ Don't rely on your CV to get you a job, **get online**, get active, and show how motivated you are to potential employers!