

LinkedIn - The basics

What is LinkedIn?

The world's largest professional online network which is **free** to join and use.

There are currently over 700 million members in over 200 countries, with students and graduates being the fastest growing group of users. (Source: <https://news.linkedin.com/about-us#1>)

What can you use LinkedIn for?

1. **Marketing yourself** to employers – create a professional online presence so that recruiters can find you and see your skills/portfolio
2. **Networking** - join relevant groups to follow the latest news within your industry and ask for/share advice with professionals
3. **Job-hunting** - jobs, internships and business opportunities
4. **Research** – companies/staff/professions you are interested in for statistics, news and vacancies and to explore career options (e.g. research where graduates from your subject and/or university are now).

How to get started

1. **Sign up** and register your details at www.linkedin.com
2. **Build your profile page** (see next section below)
3. **Connect with people you already know** (colleagues, lecturers, classmates, friends of family etc.), check their connections and connect with any of those you know
4. **Join relevant groups** related to your profession/industry
5. **Follow relevant companies and influencers** within your profession/industry
6. **Maintain visibility** by contributing to relevant discussions, sharing articles, commenting on other people's articles etc.

Building your profile page

Ensure you complete the following key sections:

1. **Photo** (headshot of you alone, professionally dressed)
2. **Headline** (short slogan e.g. final year media undergraduate or your job title)
3. **Summary** (like the 'profile' section of your CV – who you are, your USP and what you want)
4. **Experience** (paid and unpaid – don't just list duties, highlight achievements)
5. **Skills** (relevant to the role you want to get into)
6. **Education** (like your CV, you do not have to list all grades and modules)

There are additional sections within your profile that you can also complete if relevant including: 'Projects' (link to online work/portfolios); 'Languages'; 'Causes you care about'; 'Honours and Awards'.

Go to LinkedIn Learning at www.linkedin.com/learning/learning-linkedin-for-students-2021/tap-into-the-power-of-linkedin-8352093 for access to videos on how to build a great student profile.

Top tips

- ✓ Only add people you know, respect and trust as connections
- ✓ Keep your profile up to date and post relevant updates to maintain visibility
- ✓ Regularly check 'who's viewed your profile' and 'people you may know' for possible new connections
- ✓ When you find someone you want to connect with, by pressing 'connect' from the search page or the app a generic message is sent which could be considered rude/lazy by employers. **Always** view the person's profile first then press the three dots to the right of their profile photo. This gives you the opportunity to personalise the invite so you can tell them a little about who you are and why you are getting in touch
- ✓ If your reason for connecting with someone is to find work experience don't mention that in your first message as it will be too easy for the employer to say no. Build the relationship slowly, tell them you are interested in the company/role and would love some advice on how to get in as your starting point
- ✓ Keep any content you post professional
- ✓ Keep your contacts 'warm' by endorsing/recommending/congratulating and helping others
- ✓ Under privacy settings select no for 'publish changes to network' or all your connections will see every time you edit anything on your profile!

LinkedIn resources

Go to www.linkedin.com/learning/learning-linkedin-for-students-2021/tap-into-the-power-of-linkedin-8352093 for videos and advice on:

- How to use LinkedIn
- Creating a LinkedIn profile
- Strengthening your profile
- Building your LinkedIn network
- Using LinkedIn day-to-day
- Managing account settings

If you would like to book a careers appointment please visit:

<https://worchester.targetconnect.net>

myCareer

Updated 29/06/21 (Information correct at time of going to print)