

Launch your LinkedIn

Build your brand | Broaden your network



LinkedIn is a professional networking and jobs platform that allows you to:

- ✓ Set up a profile similar to a resume, search for jobs worldwide and be seen by recruiters.
- ✓ Search for and connect with relevant businesses, organisations, associations and people within your field.
- ✓ Engage with industry contacts and trends.

Profile checklist

- Profile photo Use a clear, professional photo of your head and shoulders. This helps create a good first impression with potential employers and industry contacts.
- Cover image Your cover image could be something that relates to your field of study. Select something that adds to your personal brand.
- Headline Your LinkedIn headline will default to your current role. Customise this for more impact. Consider including your field of study and future ambitions.
- URL Personalise your URL to help direct employers to your site easily from your resume. To do this, click *Edit public profile & URL* via your profile page.
- About section This is a snapshot of who you are and where you're headed. Share what inspires you and your future ambitions. Highlight your key skills and accomplishments. End with an invitation – Who are you looking to connect with and why? Build authenticity by writing in first person and let your personality come through. Go [here](#) for more tips.
- Experience Include relevant work experience, listing your job title, organisation and dates of employment. Share your key achievements in your preferred style: use bullet points with strong action verbs to keep it concise and outcome-focused; or opt for a narrative style to share a more personable, reflective view of your career journey.
- Education Include your degree and other qualifications, dates of study and institutions. Showcase majors, key learnings, research papers, scholarships, awards, GPA etc.
- Skills Highlight skills aligned to your goals. Quality over quantity – aim for your top 10 to 15. This might include technical, industry-specific skills and transferable skills.
- Endorsements & Recommendations Strengthen your claims by asking appropriate colleagues to give you a professional endorsement or recommendation.
- Connect Build your network and expand your reach on LinkedIn by connecting with colleagues, fellow students, JCU staff and alumni, and others you know and trust. When requesting a connection, add a note explaining why you're reaching out. Follow relevant businesses, organisations, professional associations and industry leaders to gain insights into industry trends and initiatives, employment opportunities and events.
- Be active Engage regularly by sharing and commenting thoughtfully on posts to increase visibility. Consider creating your own content or conversation starters. Update your LinkedIn profile regularly as your experience and skills grow.

Further advice on setting up and optimising your LinkedIn account are available through [Big Interview](#) and [LinkedIn Learning](#).

Seek expert support from the JCU Careers and Employability Team

Whether you're building your network or preparing to apply for an internship or a graduate position, our team is here to help. Book your personalised appointment through our [CareerHub](#).