

LINKEDIN PROFILE TIPS

[LinkedIn](#) is like a digital resume and professional networking platform. It's where you can showcase your skills and experiences, connect with professionals in your field, and explore job opportunities. Think of it as your online presence for building your career.

LinkedIn allows you to:

- Set up a profile similar to a resume.
- Search for jobs worldwide.
- Connect and search for relevant connections within your field.
- Engage with fellow industry contacts and trends.
- Be seen by recruiters and interested companies to make contact.

Profile Checklist:

1. **Profile photo.** Use a clear, professional headshot (including head and shoulders), while dressing in attire suitable for your industry. LinkedIn's algorithms prioritise profiles with photos over those without, so adding one can significantly boost your visibility to recruiters, employers, and peers within your network.
2. **Background photo.** This could be something that relates to your field of study – make sure it adds to your brand and reflects who you are.
3. **Headline.** LinkedIn will default to your current role, which is not always ideal. Create a headline that summaries your education and career goals. Eg. Social Work Student | Compassionate Advocate | Dedicated to Helping Others, or Future Engineer | Problem Solver | Actively Seeking Vacation Opportunities.
4. **Contact details.** Ensure they are up to date to make it easy for recruiters to contact you.
5. Create a **personal URL** that you can use on your resume. To do this, click 'Edit public profile & URL' via your profile page.
6. **Connect** with other LinkedIn members who you know and trust. This helps you build your network which enhances your visibility and opens doors to new opportunities.
7. **About section.** Include a brief overview of your experience and skills. This is a great way to give potential employers a snapshot of who you are and what you can do. For more tips, view the [About section example](#).
8. **Experience.** When detailing your relevant work experience on LinkedIn, consider incorporating strategic keywords related to your industry, job function, and skills. Highlight any specific achievements/contributions within each role to showcase your level of skill and qualifications effectively.
9. **Education.** List all relevant educational degrees and coursework.
10. **Skills.** List relevant transferable and technical skills that align with your career goals.
11. **Additional sections.** You can add details to Languages, Honors and Awards, and links to projects, videos, or images. These additions provide further insight into your skills and achievements.
12. **Endorsements / Recommendations.** Ask the appropriate supervisors and/or lecturers to give you a professional endorsement or recommendation, and offer one in return.
13. **Be active** on LinkedIn and engage by liking posts, commenting, creating your own posts/sharing content. This also optimises your profile making it more visible to recruiters.

Regularly update your LinkedIn profile as your experience and skills grow.