

LinkedIn®



WorkingOptions
IN EDUCATION

Key success outcomes of the session

- **Come away with something you didn't already know**
- **Take away 3 tips on how to effectively build your LinkedIn profile**
- **Come away with the confidence to network via LinkedIn**



What is :



LinkedIn Profile success

- **LinkedIn** is a widely used tool, especially by recruiters who search **LinkedIn** for candidates to fill roles they are handling.
- How you present yourself on **LinkedIn** and the quality of your profile can have a direct impact on how many recruiters easily locate, and in turn assess your suitability for the role they are looking to fill.
- **LinkedIn** isn't a CV, so your profile needs to be maximised to ensure you appear at the top of any searches a recruiter conducts, and that your skills and experience are easily identified.
- By making some adjustments to your profile, you can achieve great outcomes from **LinkedIn**.



Creating your Profile step by step

- Headline
- Contact information
- Activity
- About/Summary
- Experience
- Education and Qualifications
- Skills and endorsements
- Accomplishments
- Recommendations
- Privacy Settings



Headline

- Your headline needs to be written in professional language. Maybe use the personal statement you have written on your CV or write something that targets the area of work you are interested in and why. Make the most of the 220 characters you have .
- Include industry specific keywords. Recruiters search LinkedIn using keywords associated with the role they are recruiting for.
- Tie in your headline with the skills you say you have in the endorsement section.
- Add your birthday. You don't need to add the year but it's a great way of you popping into your connections notifications and people do reach out to say hi. It's a great chance to say hi back and perhaps start a dialogue.



Contact information

- Include your phone number and email address. Recruiters will message you through LinkedIn and email if there is the ability to do so. If you use a personal email address, make sure it's professional, ilovecocktails@gmail.com doesn't give the right impression!
- Share your twitter handle if you use it professionally. Give people the chance to see the best of you.



Activity

- This is the section where people viewing your profile can see how active you are. What you've posted, what you've liked, shared or commented on.
- There's an area where you can feature posts you've created and posted yourself. You can pin posts that you'd like to showcase, that performed well with high engagement, or something you're proud about.
- Keep this updated regularly. Unpin older posts and bring newer content in to feature here. It's also a great place for recruiters or hiring managers to see how active you are on the platform.



About/Summary

Your opening statements are crucial, in particular, the first sentence. Make people want to read on and find out more about you.

Make sure it's written in the first person. Some people write in the third person and they're a little uncomfortable to read. Be YOU.

Relate your summary to your personality and experience to date. What makes you tick, what are you passionate about? What have you achieved?

Are you speaking to your target audience? If you're hoping recruiters will spot you, highlight what you have done, and where your expertise lies. Don't leave it for people to guess – there's a chance they'll move onto the next profile which is more detailed!

Write in a conversational tone. Keep it professional but avoid becoming tangled up in lots of jargon and 'big' words that don't actually say much.

Is there a call to action? Entice people to contact you. It's bold but the person reading your profile is only human and you want them to contact you.

Format your summary. Don't allow rambling sentences as they are a real turn off. Use bullet points, capitals to maximise subheadings. Be creative.

Experience

This is important. As we've explained, this isn't a CV, but you should include achievements or awards. Look through the eyes of a recruiter or hiring manager.

Include dates of when you worked for any past and current employers. All work experience matters.

Use keywords and make them relevant to the role you're seeking. This optimises your profile and makes sure that you will rank higher in candidate searches.

Make sure the links to the company pages are correct. LinkedIn is only as good as the information that is put in and it's easy to make mistakes if there are multiple entries for one of your employers.

Attach media. Do you feature in a company or school video or promotional material? Offer something different wherever possible.

Education and qualifications

Make sure you complete this. Recruiters can search for specific qualifications and degrees so make sure they are listed accurately.

Have you done The Duke of Edinburgh's Award, Young Leaders, Sport Leaders or anything similar – if yes, put this down.

Skills and endorsements

Think about the skills you want to be known for. Optimise them and think about what how you want others to perceive you. Mention Working Options in Education and what session you did.

List all job-related skills, management skills and anything industry specific. Make them applicable.

Accomplishments

Have you written any blogs or been featured in media?

Awards can show you've excelled at something so list the most recent if you have multiple.

If you've been involved in significant projects, also list them here with your achievements. They can be community based or part of an organisation (Guides, Scouts, NCS etc.)

List any relevant certifications.

Voluntary work is becoming more important than ever as company's CSR agendas elevate so list your volunteer activity. If you have fundraised for a charity, make sure you tell people about it.

Recommendations section

Aim for at least 3. And ask for them – colleagues, previous managers, teachers. Watch out for overkill though and asking too many friends, especially if you recommend them back, looks less believable and holds less value.

Make sure the content of the recommendation is relevant and flattering – you approve any recommendation before it goes onto your page so if needs tweaking, do so before you publish.

Recommend people who you think are genuinely worthy. It also shows you have the compassion to support others.

Privacy setting

Make sure your profile is public, and fully visible.

Make your amendments visible to your network so you stay forefront of mind.

Check who has viewed your profile. If they might be a good connection, send them a request if they haven't connected with you. You never know where it might lead.

Search Engine Optimisation (SEO)

Keywords. Keywords. Keywords. Use them throughout your profile and make sure they are also in any attachments. The algorithms change regularly, and the internet zooms in on recent content rather than something that has sat untouched for years.

Personal Branding/Job Seekers

If you're job seeking, make yourself look great! LinkedIn isn't just a broadcast platform, it's a community. So, treat it as such. Make yourself seen for the right reasons.

Invite new connections daily – they could be future employers, people within your current network, or people you want to find out more about and follow.

Think about why someone might want to connect with you? Do you send a personal message when you invite them to connect? This can make a real difference to the requests people accept, and those they ignore. Just drop them a line, making it personal and start a conversation, e.g. Hi Louise, I've been enjoying your posts and would love to connect and have you in my network. Regards, X

Comment on posts daily. Might feel like a big job, but we're not talking chapter and verse. A few well considered words and you're away. Does wonders for your profile, and for those you've chosen to comment on (and they will thank you)

Follow new influencers daily. People in the public eye, businesspeople – whoever it is, look them up.

Share your thoughts. Don't be afraid to speak. And you can always delete a post if you're unhappy about it.

Finally, ask a teacher or friend to read your profile and spot any mistakes.

Your start points:

- Make sure you have switched on 'Open for Work'. This will rank you higher in any search carried out by a recruiter, and they will reach out to you as they'll expect you to reply quickly.
- Customise your URL, you don't just have to use the default. Take a look at this example
<https://www.linkedin.com/in/carolinevooght/>
- Make sure your profile photo is professional. Aim for a headshot in high resolution against a plain background, rather than a cropped shot of you on holiday! Are you dressed for business, or wearing what you would wear for work or meetings? Do you look approachable? Make sure it's accurate and taken within the last year. Meeting someone who doesn't look like their photo is off putting and feels awkward.



Your start points:

- Cover photos/banners can be more difficult to decide on. Check your cover photo also works on the mobile app and play around with the sizing, the best size is 1584 x 396
- Include your full name. Abbreviations or complicated titles can muddle the system so keep it simple

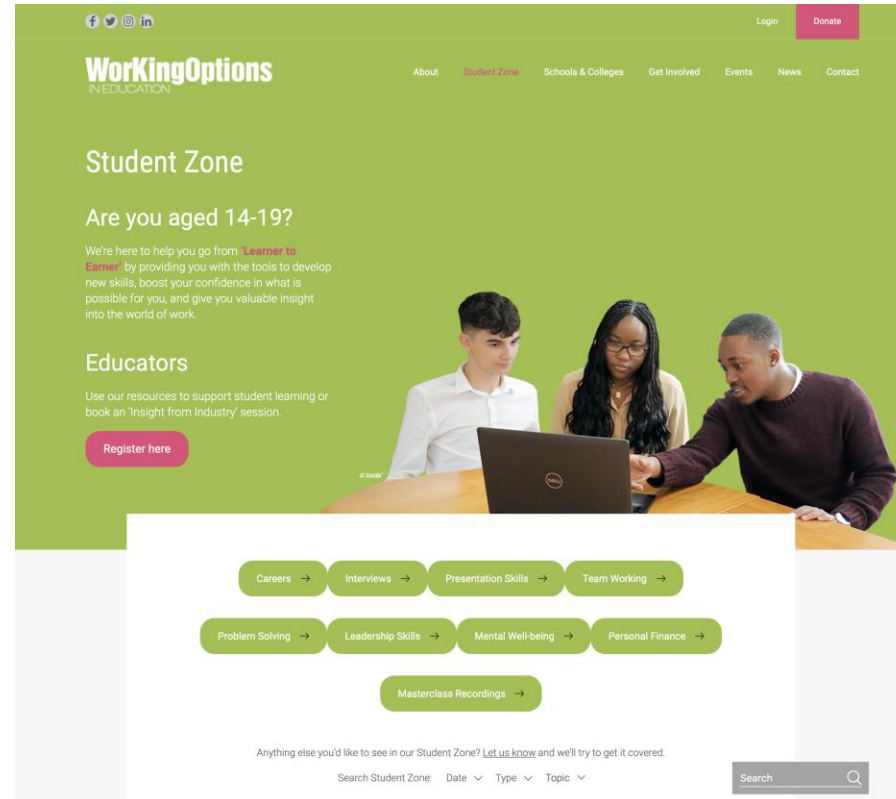


Working Options Student Zone Resource

We have helpful short articles, videos and information to support you with:

- CV writing
- Interview preparation
- Learn how to use LinkedIn
- Get a part-time job
- Volunteering
- UCAS application
- What options you have after college
- Boost self-confidence

<https://workingoptions.org.uk/student-zone/>



Additional Resources:

Resource	Link
Welcome Webinar: LinkedIn 101	https://www.youtube.com/watch?v=JX81I0JlzXo
Top 5 LinkedIn Profile Tips!	https://www.youtube.com/watch?v=BcfGWi8Qywk
LINKEDIN PROFILE TIPS 2021: LinkedIn Profile Set Up Step-by-Step (+ examples) & How To Use LinkedIn	https://www.youtube.com/watch?v=v54Ymadz9Yc
How To Optimize Your LinkedIn Profile For Maximum Exposure in 2022	https://www.youtube.com/watch?v=Wpl4ySemWAA



What have you come away with that you didn't already know?