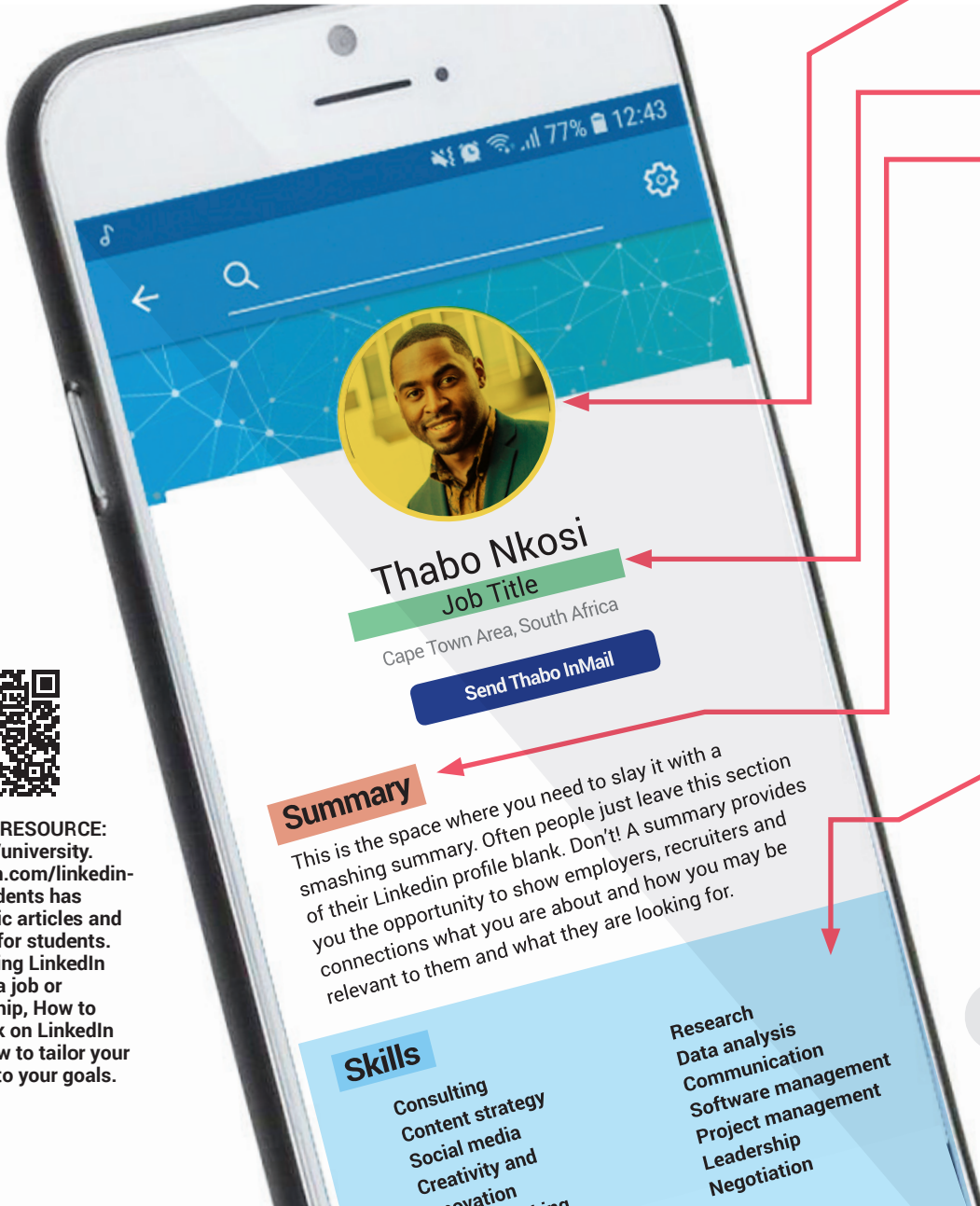


LinkedIn



HAVING A GOOD LINKEDIN PROFILE IS ESSENTIAL. IF YOU HAVE THE RIGHT KEY WORDS, THIS WILL ENSURE THAT YOU ARE FOUND BY RECRUITERS SEARCHING FOR SOMEONE WITH YOUR BACKGROUND.



GREAT RESOURCE:
<https://university.linkedin.com/linkedin-for-students> has fantastic articles and videos for students. E.g. Using LinkedIn to find a job or internship, How to network on LinkedIn and How to tailor your profile to your goals.

Summary

This is the space where you need to slay it with a smashing summary. Often people just leave this section of their LinkedIn profile blank. Don't! A summary provides you the opportunity to show employers, recruiters and connections what you are about and how you may be relevant to them and what they are looking for.

Skills

Consulting
Content strategy
Social media
Creativity and
Innovation

Research
Data analysis
Communication
Software management
Project management
Leadership
Negotiation

Photo

Forget the pouty mouth. Keep it light, yet professional. It is perfectly fine to smile – it makes you appear friendlier and worth getting to know.

Headlines

No job title yet? Add your career vision.

Summary

A LinkedIn summary is a mash-up between an elevator pitch and your career objective. It highlights, **in 50 words or less**, your current status and key achievements. For job seekers, it communicates the types of roles you are looking for. With more and more employers hunting through LinkedIn, your summary may be the only cover letter you get to write – so it needs to pack a punch.

Publish and Share

Who needs a personal blog, when you can publish on LinkedIn? You aren't only limited to creating unique content, you can also curate other people's content that speak to your passions and interests within your industry.

Skills

Include specific skills on your LinkedIn profile to showcase your abilities. Once you've added a skill to your profile, your skills can be endorsed by 1st-degree connections to reinforce their weighting. Skill endorsements increase the likelihood that you'll be discovered for opportunities related to your skills. LinkedIn messaging allows you to stay in contact with colleagues, associates, and new opportunities. Use LinkedIn InMail to grow your network and connect with possible contacts.

Digital Portfolio

Your LinkedIn profile should not just be a digital version of your CV. Enhance your profile by incorporating certificates, presentation slides, writing samples, images or design work, music or video clips and any other work-based evidence. As a result, your profile will expand to an engaging portfolio.

Recommendations

Recommendations are penned by colleagues, clients or managers. Marketing and sales experts highly rate referrals for building brand trust. This is where recommendations come in. Ask people you have worked with (in formal employment, extra-curricular activities or community projects) to write you recommendations.

Search

The Search bar at the top allows you to search for people, jobs, companies, posts, and more. You can click any of the search suggestions that appear in the dropdown list as you type, or submit your search to see the full results.