

CREATE YOUR **LinkedIn** PROFILE



Employers and recruiters use LinkedIn to find people and invite them to apply for jobs. They also use it to learn more about you before meeting you in person. Think of your LinkedIn profile as your professional brand and **first impressions count!** It needs to clearly show **your qualifications, skills, experience, interests, achievements and goals.**

LinkedIn will benefit your work life now and in the future. It can be used to stay connected with college friends in different jobs and companies; to connect with new people you meet through your work placement or in a job, and to become connected to relevant people.

It's a 2-way street: you might meet or help someone soon who could turn out to be a valuable contact for you in the future!

Before you start your LinkedIn profile



Plan in time to complete your profile

It's easier to create your profile in segments, as you are unlikely to have a big block of free time. Don't put it off, get started and build it one stage at a time.



Keep it off-line while working on it

Resist the temptation to rush it and go live – a half-done profile will have a negative impact and may be the reason for not landing a job interview. An employer will assume that a sloppy LinkedIn profile = a sloppy employee. Is that the impression you want to give? Don't invite anyone to connect until you're happy with every aspect of your profile.



Informal language

Unlike a CV, it's fine to write in the first person and use "I" and "My". Write as if you are talking to one person, answering their questions, such as: What do you do? What are your top skills? What are you most proud of? What are your goals? Type up one section at a time and before moving on, say what you have written out loud. If it doesn't sound friendly and clear, rewrite it. Get each section finished before going on to the next part. Check for typos and grammar.



Customise your URL

Ideally [linkedin.com/your name](https://www.linkedin.com/yourname). On the Edit Profile screen, at the bottom of the grey window that shows your basic information, you will see a Public Profile URL. Click 'Edit' next to the URL and specify what you would like your address to be. When you are finished, click 'Set Custom URL'.



Images

Get a good quality profile photo and gather logos of your college, current and past employers, and clubs/societies, as well as photos of relevant achievements – these will bring personality and life to your profile.

5 STEPS TO CREATING A GREAT **LinkedIn** PROFILE

1. Name & Professional Headline

Use your full first name and last name, not a nick-name. **Describe your role in the headline**, for example: Digital Marketing, Cork, Ireland or Marketing Student, Cork, Ireland.

The headline is very important as it is shown in searches on LinkedIn and Google. You will need to update this every time you start a new job. This is also shown when you comment or share information on LinkedIn. This can encourage people to invite you to connect.

2. Photo & Background Image

Your photo helps people to remember you. **Use a professional picture** - a holiday or special occasion photo is not suitable. Choose a daytime photo where your face is clear; smart work-style clothes are visible at the neck and the background is simple, without distractions. Look at lots of photos in your line of work - what draws you to some profile photos over others?

The background image is another way you can stand out. Most people use the LinkedIn generic blue so here's an opportunity to convey something unique and relevant about you. A quality photo to symbolise your education or the work environment you are targeting such as, manufacturing, laboratory, office, construction, a caring environment, the outdoors, etc... or a place that's important to you will work as your main background photo. It needs to be simple and not overwhelm your profile photo.

3. Summary (The first block of main text with no heading)

This section is where you speak directly to your target audience and summarise your experience to date. Focus on your **qualifications, experience and achievements**. Use key words and phrases for your industry but not jargon or buzzwords. Check out job adverts to see useful phrases for your industry.

About 150 words is a good length, broken into two or three line paragraphs. It must be short and easy to read. Pay most attention to the first 40 words, as this

text will be seen. People will have to click to read the rest. This is a good place to say what you have to offer without expecting anything in return. If you are targeting jobs in other countries, include your work permit status for particular countries or regions.

4. Education & Experience

It's up to you which comes first. If you're still in college or just finishing your degree, then education comes first. Employers are likely to be interested in your qualifications and want to see examples of key projects. Remember to include all colleges and the secondary school you attended (if recent/relevant).

Under 'Experience', include all your work experience, which shows your skills, particularly transferable skills. List each job starting with the most recent and include your job title and the time you worked there. What did you do in each role? Use bullet points and use active verbs to describe your duties/tasks and achievements in each job. Include volunteer experience. Pack in the important details but keep it brief and friendly!

Check the content against your CV: everything from your CV needs to be on LinkedIn and more. Do you have presentations, multi-media or links to add that will enhance your profile? The opportunity to have links to examples of your work on your profile enables you to showcase much more.

5. Activity

This shows your recent activity on LinkedIn. Schedule time once per week to **keep your profile up to date** and this section will work for you instead of against you! It takes just a few minutes to share an interesting blog post or relevant photo; details on a professional event or to invite people to connect with you. If you never go on LinkedIn, what impression does this give employers and recruiters?



**WHAT FIRST IMPRESSION
WILL YOUR PROFILE MAKE?**