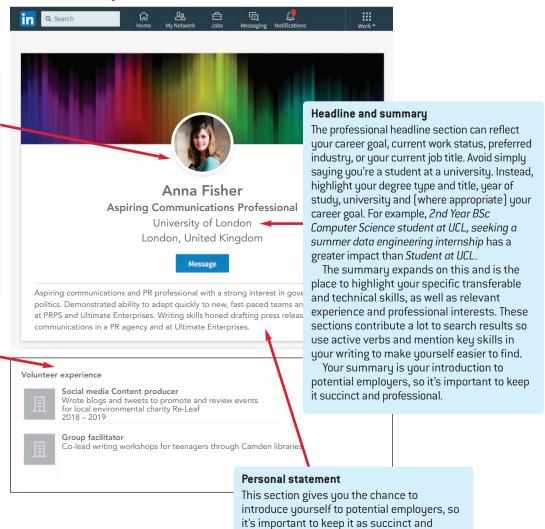
# GETTING LINKEDIN WITH EMPLOYERS

AT LEAST 75% OF HIRING MANAGERS CHECK A CANDIDATE'S LINKEDIN PROFILE DURING THE HIRING PROCESS, AS MENTIONED IN THE STUDENT JOB HUNTING HANDBOOK. ENSURE YOUR PROFILE MAKES A GOOD IMPRESSION.

inkedIn is a powerful tool for raising your professional profile online. As well as connecting with people and searching for jobs, you can explore career paths, receive advice and research information from other professionals. Employers use LinkedIn to publish job openings and recruiters actively search the network for possible

candidates and to screen applicants before interviews.

You can find great advice on how to use the platform at university.linkedin.com/linkedin-for-students which has a collection of videos and tutorials to help you out. Here are our top tips on getting started with your LinkedIn profile.



## Profile headshot

You don't need a professional head shot; a simple well-lit headshot against a neutral backdrop (no bars or beaches) will look great. You should be the only person in the photo — even someone else's arm makes it look less professional. Avoid using your graduation picture which ages you right away from a recruiter's perspective.

# Additional media

LinkedIn allows you to add media relating to courses, publications, projects and more to your profile too. Make the most of the web format by linking to blogs, websites or other media that show off your skills and achievements. For example, if you've written for a student publication, link to your article. Art, design or architecture students can link to examples of their work on a blog or website.

professional as you would with a profile at the

transferable and technical skills, as well as

top of your CV. Highlight your specific

relevant experience.

'Keeping your LinkedIn page up to date is very important as it shows you are active, committed and serious about finding the right job. We recently hired someone who we first interviewed last year: as soon as we had an opening we called him as we were reminded of him through a LinkedIn update.'

Richard Adams, Publishing Manager at Pageant Media (BA English, King's College London)

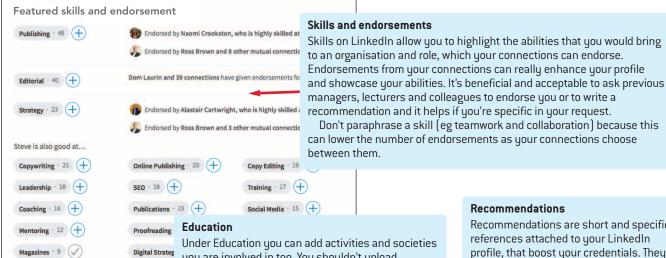
# Experience

sections as well.

Unlike a CV, you're not limited for space so leave nothing out. LinkedIn allows you to add information about volunteering, internships, full-time employment and more to your profile. Make the most of this by highlighting skills and achievements from your experiences. Where possible, aim to quantify or qualify the impact that you made in a workplace to demonstrate the value that you added. Don't forget, if you are involved in any university activities or societies you can add information in the education and experience



Shadow marketing and press team on a monthly basis.



Under Education you can add activities and societies you are involved in too. You shouldn't upload sensitive documents such as degree certificates and transcripts. You can embellish the education section with a list of relevant modules (focus on 3-4 modules and include their marks), and examples of key achievements such as a summary of a dissertation project (do not upload the entire dissertation) and focus on the outcomes.

# Recommendations

Recommendations are short and specific references attached to your LinkedIn profile, that boost your credentials. They can be given by former managers, colleagues or lecturers, and add credibility to you as a professional. Try reaching out to individuals who would be willing to write a recommendation for you, and perhaps suggest a few of the key aspects you want them to highlight, for example a skill set or quality that you feel you demonstrated.

### **Groups**

University of London

2nd year grade 2:1

BA English

2016 - 2019

As well as increasing your web presence, joining a group on LinkedIn enables you to browse related job openings, research potential career paths, expand your network, and comment on and initiate discussions on various topics.

# Alumni search tool

Education

On your university's LinkedIn page there is a helpful feature labelled 'Alumni'. This feature is a search tool that collates profiles of alumni registered on LinkedIn. Using the tool, you can filter by categories including their employer, degree subject and location. This will help you to find potential connections, whom you will have something in common with as you are studying at their alma mater. Mention this if you choose to connect with them as it will likely make them more willing to connect with you.

