

Discover your options

Careers, Internships & Employment

How to set up a LinkedIn profile: www.linkedin.com

LinkedIn is the world's largest professional social network and aims to connect professionals to make them more productive and successful. LinkedIn does not do the work for you, but it makes it easier to make connections and leverage those connections to help you get a foot in the door with potential employers. As 70% of jobs are found through networking, LinkedIn is valuable as it lets you know if there is anyone who is connected to an organisation, or is connected to someone who is connected to an organisation. This allows you to ask your connection for an introduction, advice or referral.



Write a clear summary of yourself.

Ensure it is concise, keyword-rich and typo-free; be specific about your experience, skills and goals.

Use a profile picture.

A photo can show your professionalism and presentation skills, and allows recruiters to put a face with a name. A good profile picture is one where you are alone, dressed professionally, smiling and have an appropriate background.

LinkedIn can be used to document things such as your qualifications, experience, skills and awards. You can follow companies and organisations, join groups of interest, endorse other people's skills and monitor degrees of separation.

Follow these tips listed below to set up a LinkedIn profile

Create a complete profile that truly represents you. List your past and current employment, qualifications, experience, skills and awards. Add a summary of yourself and a profile picture. So what makes your profile complete?

- Your industry and location
- An up-to-date current position (with description)
- Two past positions
- Your education
- Your skills (minimum of 3)
- A profile photo
- At least 50 connections

Connect with colleagues and classmates who are already on LinkedIn.

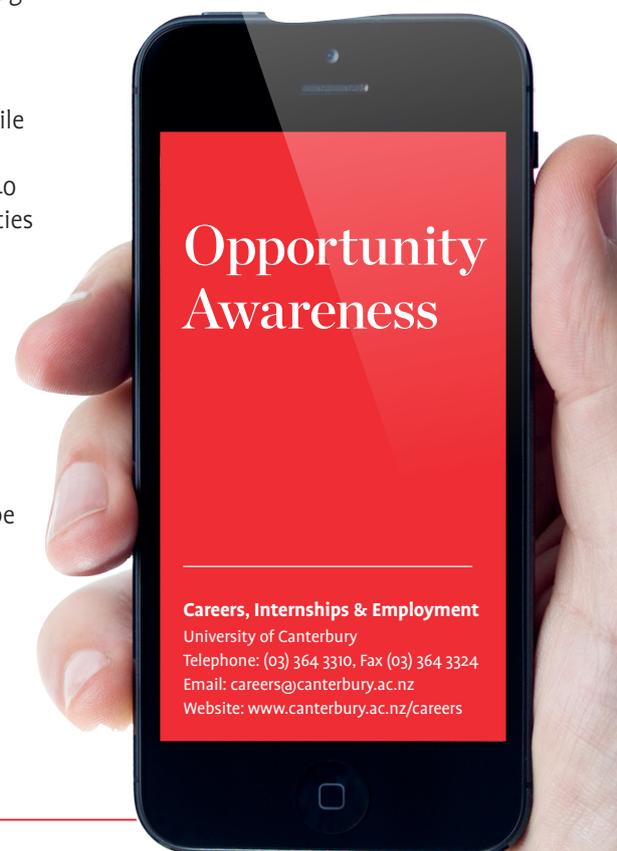
Invite those who you wish to join through connecting your email address.

Get your profile up to 100%.

It is not difficult to complete your profile – the necessary tasks are listed above. Users with complete profiles are also 40 times more likely to receive opportunities through their LinkedIn profile.

Create a smart profile headline.

This headline allows you to summarise your identity in a short phrase as people will often see a shortened version of your profile. For example, the headline 'University of Canterbury Accounting Major' would be preferable to 'Student'.



Show off your skills.

Use LinkedIn to demonstrate your skills, share a PowerPoint presentation, your CV, artistic portfolio, examples of writing or anything else that will show your experience and talent.

Connect with professional people online. Once you have met a person you can send them an invite to connect with you on LinkedIn. If you have not met a person that you would like to connect with, then it's best practice to customise a brief note before you send the request to explain why you want to connect with them. LinkedIn also helps you connect, degree by degree, with the connections of your connections for mutual benefit e.g. job referrals, event announcements and discussions on various topics.

Remember to use your manners.

Always thank people who help you through LinkedIn, and keep people posted on your progress. LinkedIn is not about amassing a lot of connections, or immediately asking for favours, introductions or jobs, it is about building and maintaining authentic and mutually beneficial relationships.

Create a professional online presence.

Keep your profile clean and respectful. 70% of employers have rejected a job candidate because of information they have found about that person online, and 85% of employers say that a positive online reputation has influenced their hiring decisions.

Contribute to LinkedIn Answers by asking and answering questions.

This allows you to utilise the expertise and knowledge within your professional network. Remember networking is a two way street, get involved in answering questions in your area of expertise.

Tie your LinkedIn profile to your other efforts.

Add your LinkedIn URL to your email signature line, to other social networking sites and to your CV.

Use LinkedIn to explore possible career pathways.

LinkedIn can be viewed as a database of the career pathways of over 60 million people. Use it to find out what people with similar interests have done by searching key words. The results will show profiles that match the keywords. You can then click on the profiles of these people and see how they got to where they are today.

Join professional groups that are related to the careers and interests you have.

Inside groups there is helpful career information as well, such as discussions, event announcements and news articles. Be an active community member to get noticed.

Explore company pages.

Find out what divisions and job opportunities they have, and information about the company, which is always helpful for interviews.

Make use of LinkedIn apps.

These can run on your smart phone and tablet and help you keep connected from any location.

Follow key influencers.

Connect to key leaders and professionals in your area of expertise to follow their commentary on business trends and links to relevant information.

Follow the University of Canterbury on LinkedIn.

Connect with other UC students, staff and alumni and keep up to day with UC research successes in the news. www.linkedin.com/company/university-of-canterbury

To find out more about LinkedIn and networking online

- Go to YouTube www.youtube.com/ and type in the search function: 'LinkedIn Grad Guide Video Series.' These videos show you how to get the most out of LinkedIn as a graduate.
- Go to <http://help.linkedin.com> Help Center
- Read 'Find a Job Through Social Networking' (Chapter 5: Leveraging LinkedIn's Power) by Crompton and Sautter. Watch the 'E-networking for Jobs' DVD: available for loan from Careers.

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