

RE-PRESENT

A STUDENT'S GUIDE TO LINKEDIN

WHAT IS LINKEDIN?

LinkedIn's features can be summarised in **THREE** ways:

- 1 A professional network for connecting with industry leaders, colleagues, and employers.
- 2 A jobs board for sourcing and applying for placements, internships, and graduate jobs.
- 3 An educational platform with virtual courses designed to help you develop your skills.

SECTION 1: CREATING AN ACCOUNT

- Head to LinkedIn.com and click register to sign up: you'll need to put in the usual details like your name, email address, etc.
- Take and upload a profile picture: remember the purpose of the platform is professional.
- Write a LinkedIn headline: The headline sits next to your profile picture and needs to be to the point. Summarise your current position and future ambitions e.g. "GCSE student interested in a career in tech". The headline should immediately tell an employer who you are, and what you're looking for.
- Complete your **About** section. Think about including...
 - A concise story of your professional journey so far.
 - What interests you about your industry.
 - Your biggest achievements or learnings.
 - What your career goals are.

- Complete your **Work Experience** section:
 - The first thing to do is add your (paid and volunteer) work experience. This means listing the company name, your job title, and the start/end dates of this role.
 - Underneath each experience, add 2-3 bullet points that summarise your key responsibilities.
 - Remember to write in first person and front load your description with achievements. E.g. Grew social media following to 10,000 followers within 6 months.
- Complete your **Skills** section:
 - Listing just 5 skills on your profile gets you on average, 17x more profile views.
 - The more skills you add, the more likely you'll be considered as a 'match' for roles relevant to your field of interest.
- Ask for **Recommendations**:
 - A recommendation is a short paragraph (2-3 sentences) that others can leave on your profile.
 - It's the equivalent of having a reference on your CV. You can ask your peers or colleagues to recommend you. Don't forget to be polite enough to return the favour!
- Edit your **Profile URL**:
 - Click on "Edit public profile and URL" in the top right corner, and in the "Edit your custom URL" section on the top right, click on the pencil.
 - Delete all the random numbers/letters while keeping your name; if that URL is already taken, add something appropriate and meaningful.
 - Click "Save."
- Make choices about what others see:
 - Set public profile settings (i.e. what members of the public who find your profile via Google will be able to see): click on "Edit public profile and URL" in the top right corner, scroll down, and decide what profile elements to make publically available.

STEP 2: NETWORKING

- When you send an invitation to connect, always accompany it with a personalized note, as this increases the likelihood of the invitation being accepted, displays maturity/professionalism, and reinforces the relationship.
- If you've connected to someone who allows you to see their network, review who is in that network to see if there's anyone you wish to connect with.
- Decide whether you'll accept invitation requests from everyone (i.e. you want a large network) or only from those you already know.
- If someone endorses you for one or more skills, a) endorse them for any skills you know they possess and b) send them a thank-you.
- Like/share/comment on the posts and articles of others.
- Publish posts and articles, potentially both to your network and to one or more groups, aiming at a well-defined target audience and bearing in mind what that audience considers appropriate and valuable.
- Publish your professional achievements/experiences, the news that you're job hunting, job hunt updates, advice to juniors, and comments/articles that offer a novel/valuable perspective; always be positive and polite.
- Connect with high-quality contacts. If they already know you (e.g. you've met in person), send a LinkedIn connection request along with a note reminding them of how you met.

STEP 3: USING LINKEDIN TO FIND JOBS AND INTERNSHIPS

- **Search LinkedIn Jobs:** By default, this page will show you jobs for which LinkedIn thinks you might be qualified based on your listed experience, skills, and interests. To get more targeted with your search, you can search for jobs based on location and job title. The "Experience Level" option can be especially helpful for students, as you can use it to show only internships.

- Reach out to key employees: If you're applying for an opportunity that you learned about on a job board, search LinkedIn to see if you can use it to **get in contact with anyone associated with the organisation**. If you do find someone, ask if they can introduce you. They'll usually be happy to do so. Especially if you use the phrase "I'm a student". People love helping students.
- Create your own opportunities: Once you've built up some connections, you can reach out directly and ask if the person's company is hiring interns for the upcoming summer. These positions not only have **way less competition**, but they can also be a lot more educational/interesting than an internship you found through more traditional means.