

Make the first words on your profile count

Most people use the top of the LinkedIn profile to state their name and their job title. But you can use that space to "write a headline" for yourself that gives people a better idea of who you are and what you do.

Jane Doe

Marketing Extraordinaire, Creative Web Designer, SEO Specialist
Greater New York City Area | Online Media

- Do: "Psychology Graduate, Specialising in Survey Design. Interested in Market Research and Analysis"
- Don't: "Motivated Graduate Looking to Work in Market Research"

Showcase your volunteering and work experience

Unpaid work experience is really valuable, as it shows commitment to helping others. It also helps you to build up your employability skills, such as team working, timekeeping and flexibility.



Pictures, slideshows, videos

Add a professional-looking photo to your LinkedIn, to make your profile recognisable and more memorable.



LinkedIn also lets you add photos, videos and slideshow presentations to your profile summary. Instead of just talking about your work, you can show examples. Or show yourself in action. Or link to an online portfolio of your work.

Click "Edit profile" scroll down to your summary, then click on the box symbol, then "add file."

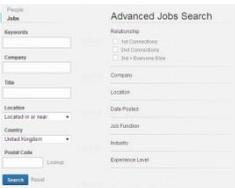
Get recommended and endorsed! Increase your visibility



1st degree connections can endorse you for your skills, so connect to friends, lecturers and employers, to build up your endorsements. Be sure to endorse them back, as this increases the likelihood they'll endorse you again!

Ask employers for recommendations – a short, immediate reference, that gets you noticed!

Use Advanced Job Search to look for the jobs you want



Let LinkedIn do the job hunting work for you by using an "advanced search." This lets you look for keywords and then sends you an email when new jobs come up.

Click on "Advanced search," then select "Jobs" in the left-hand corner. Enter your keywords and other criteria. Then hit "Save search" in the upper right corner. Select if you want an email alert daily, weekly, monthly and click on the check mark to save.

Follow influencers, companies you want to work for & join groups

You can follow up to 1,000 companies and get updates on key developments that are posted. This helps you understand their business and competitors, and keep an eye on jobs they're advertising!

Think about your dream job, search for people who have it, and see how they got there. Did they do further study? Did they get work experience or volunteer? What can you do to increase your chances?

Groups are very useful to connect with others about common interests. Share knowledge and learn from others in the industry you aim to work in.

