

## How to set up your LinkedIn profile to support your career search

### Every tertiary student should be on LinkedIn!

Why? Because one of your marketing and job application tools IS your LinkedIn profile.

Many tertiary students say: “But my friends aren’t on LinkedIn.” No, they probably aren’t, but **potential employers are on LinkedIn.**

### What can I do with my LinkedIn profile?

- ✓ You can learn from professionals you admire and want to be like.
- ✓ You can connect with (and follow) organisations (a company can have their own LinkedIn profile) and people that you want to work with.
- ✓ You can use the connections that your connections have (2<sup>nd</sup> and 3<sup>rd</sup> connections) to cold call (i.e. ask to meet) about a role or internship.
- ✓ You can identify opportunities to use your skills.
- ✓ You can add in additional links and evidence that doesn’t fit on your CV.
- ✓ You can let recruiters know that you are looking for a role.
- ✓ You can accumulate endorsements and recommendations for ‘social proof’ about your skills and abilities.
- ✓ You can build your credibility and reputation through interacting with posts and contributing your own content, ideas and opinions (in a positive manner).

### What are the key things to focus on when building my LinkedIn profile?

1. Firstly, set up your privacy settings on your profile, using this set by step guide: <https://www.linkedin.com/help/linkedin/answer/92055/understanding-your-privacy-settings?lang=en>
2. Add a professional profile photo (using your own phone is fine), with a head and shoulders shot, smile, let us see your eyes! No sunglasses, minimal background.
3. Craft a headline (150 characters) that describes your skills, not your job title or desired job title. E.g. my headline is Career Strategist | Executive Coach | Solopreneur.
4. Write a summary using first person, which describes your passions, interests and the problem you solve for organisations that you want to work in.
5. Aim to connect with 1 or 2 people each week – colleagues, managers (even in part-time work), tutors, etc. Later on, you can ask them to endorse or recommend you on LinkedIn. 50 connections are good for a student, 100 is ideal to aim for. Only connect with people you have met, know and respect! Aim to build a genuine network of connections.
6. Follow influencers, thought leaders, organisations that keep you informed and inspired!
7. Add additional links or resources that showcase your skills and experience, such as a link to your webpage, an article where you were interviewed, a short film or art portfolio of your work.
8. Use the suggestions from LinkedIn to keep building your profile over time.