



it's a linkedin world.

make it happen toolkit

 | hr partners
by randstad.

10 tips

to presenting yourself on linkedin.

Nothing compares to LinkedIn for connecting with colleagues, clients and countless employers. With around 95% of Australian professionals on LinkedIn, it's hands-down the best way to build a network that can help with your career goals.

1. create the perfect profile

As a job seeker, an impressive LinkedIn profile is priceless. Use this space to describe all of your experience and abilities. Take the time to make sure your profile's complete, compelling and typo-free.

2. include a snappy summary

Your LinkedIn profile is a great opportunity to sell your skills and achievements. Write a three sentence summary that tells people who you are, how you work, and what you're passionate about. To cap it off, add a dot point list of your top five strengths below.

3. make your talents easy to find

Help recruiters and potential employers find you by listing your last three jobs in a simple format. Highlight your skills and include a helpful line under your name to catch their attention.

4. boost your credibility with recommendations

A recommendation says a lot, so it's good to get these from colleagues, clients, and employers. Endorsements of your skills from workmates are also important.

4. ready, set, connect

Good at networking? Expand your circle of influence and add to your credibility. Aiming for around 350 connections helps recruiters find you more easily.

5. become an active LinkedIn group member

Check out different groups and see what the discussions are about. Start contributing and become noticed.

6. keywords are key

A good thing to keep in mind when finessing your LinkedIn profile is to think about how recruiters will search for the best candidates. Try to include relevant keywords whilst staying concise.

7. who has been viewing your profile?

The more advanced version of LinkedIn gives you access to extra tools that will improve your chances of success. You can check out who's been looking at your profile and those of your peers. You can also introduce yourself to anyone who seems like a good contact.

9. showcase your best work

The world needs talent like yours, so make sure it's part of your LinkedIn profile. You can add links to your portfolio, and use videos and slideshows to highlight what you can do.

10. get a head start with job alerts

You can get the most out of LinkedIn by setting up job alerts and using the LinkedIn app to apply as soon as suitable jobs come up. After all, a quick response can make all the difference.

completing your linkedin profile.



step 1 build your profile

- **Headline** – this is crucial in describing who you are and getting people to read your profile, and should include relevant keywords.
- **Headshot** – a professional-looking photo is essential.
- **Summary** – use this section to present your elevator pitch. A great summary makes people want to read through the rest of your profile.
- **Experience** – include all your past experience. Be sure to follow the same guidelines as your resumé, and include relevant information in an easy-to-read format.
- **Skills** – Listing your skills enables potential employers to evaluate your competencies through endorsements from colleagues. The more specific your skills are and the more keywords you use, the more likely you are to be discovered.
- **Recommendations** – these are like referees, but are available for all to see on your profile. Recommendations can be from anyone willing to go public with their praise, such as your previous managers, colleagues, and clients. Don't be afraid to ask people for recommendations – a good time is just after you've impressed them with your work – and let them know the skills or achievements you'd like them to highlight.
- **Contact details** – make sure these are up-to-date and include all your details so people can get in touch.
- **Know your settings** – everyone on LinkedIn can see your profile unless you set it to 'private'. You can also make your profile 'public' so that anyone can view it – even people who aren't members

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step 2 customise your URL

You can customise your LinkedIn URL so it's a more personal expression of your brand. To do this, click the 'Me' icon at the top of your homepage, go to 'View profile', click 'Edit your public profile', click the 'Edit' icon and type the last part of your new custom URL.

step 3 make quality connections

You can connect with other members by sending an invitation or by accepting one. To expand your network even more, you can also connect with your friends' connections, which is valuable for linking up with more senior people in your industry.



step 4 recommendations and introductions

Recommendations written by your connections provide credibility to your professional skills. It can be the difference between a forgettable profile and a memorable one. Don't be shy, as asking for recommendations is common practice. If people see recommendations from your previous employers, clients and colleagues, they'll know you're good at what you do. There's a LinkedIn feature that lets you send a message to the person you'd like a recommendation from, which won't be published until you've accepted it.

step 5 privacy and confidentiality

You can make your LinkedIn profile either 'public' or 'private'. When it's public, anyone can view it just by doing a search, even people who don't have a LinkedIn account. When it's 'private', people have limited access to your information, and they also won't be able to see if you visit their page. For the best of both worlds, you can even have your profile on 'public' while using the 'private' setting to view other profiles.

You can change your privacy settings by clicking on 'Manage public profile'. Select 'Edit' and choose the option you want, based on what you're comfortable with people seeing.

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