

How to Guides

PRESENT YOURSELF ON LINKEDIN

LinkedIn isn't just a hosting service for your online CV – it's a tool that you can use to build your personal brand and grow your professional network.

What to include:

Name and headline: sell yourself in a line

Think of this as a shorter version of your bio on Twitter, Instagram or other social networks. In a line, explain your current role or where and what you are studying, what you're interested in and what you're hoping to find. Keep it simple; imagine you're explaining this to a younger sibling or relative.

Profile and background photo: make a good first impression

Your profile and cover photo will likely be the first thing that people notice when they click on your profile, so it's worth spending time making sure they give the right first impression.

About: getting to know you

This is the box that will appear directly below your name and headline; it's where you can include supporting information and evidence that will strengthen your presence on the platform.

There's space for you to attach media (such as images, videos, presentations, links to blog posts and online portfolios) and showcase the work that you have been involved in. Don't be afraid to show off work that you're most proud of; this is the place to put it.

Experience: showcasing your skills and achievements

Here's where you list previous examples of your work experience. At the very least, you should include your job title, the name of the employer or organisation, the length of time you spent in each role and a brief description of your responsibilities.

Remember: focus on what you have done personally (use 'I' rather than 'we'). Mentioning specific details of achievements is always impressive.

Education: your academic background

The education section of your profile is broadly similar to how you'd structure the education section of your CV. You list the details of major qualifications in reverse chronological order.

Skills and accomplishments: pick out key points

Use this section to list your key skills, proficiencies and traits. Be wary, however, of simply listing every single skill you can think of. This won't look particularly impressive to people viewing your profile. As a general guide, think of between five and ten key skills that you think are especially worth highlighting. These might include languages you can speak, skills particularly important to the sector you're interested in, and certifications you've achieved or are working towards.

Recommendations: let others sing your praises

Recruiters and professionals looking at your profile will take notice of this section. Here people you have worked with can write a few sentences advocating for you and your capabilities. This is seen as a concrete endorsement of you and your skills.

And, finally: checks and building your profile

First impressions count, so, much like with your CV or covering letters, getting another pair of eyes to look over your profile to check for any errors or to give a second opinion is recommended.

The Careers & Employability Service can check profiles and give advice on how you should be using LinkedIn.