

Getting the most out of your LinkedIn profile

LinkedIn is a powerful tool and a reflection of you and your personal brand.

By taking some time and effort to follow these simple tips you can build your winning LinkedIn profile.

1) Your **profile picture** is the first way you are introduced on LinkedIn so ensure it is a recent photo of you, make sure your face takes up 70% of the photo, wear what you would wear to work and smile. Also, make sure you add a **background photo** at the top of your profile page. Use it as another opportunity to grab people's attention and set the context i.e. it could have your company logo.

2) Use the **headline field** as more than just your job title. It can say a bit more about how you see your role, why you do what you do and what makes you tick. Avoid generic statements like "Experienced Marketing Manager" and be more specific, like "Marketing Leader | Growth Hacker | Brand Storyteller". Also, use your **LinkedIn summary** as a chance to tell your own story. Invest some time to write your summary and bring to life your story and why your skill sets matter and the difference they can make to the people you work with.

3) Choose a **relevant industry** that best matches your company or the type of work that you do. Adding an industry helps you connect to relevant opportunities, connections, and content.

4) List your **relevant skills** on LinkedIn by scrolling through the list of skills and identify those that are relevant to you. This will substantiate the description in your Headline and Summary and provides a platform for others to endorse you.

5) Highlight your **experience** and include any jobs relevant to where you want your career to go. Use 2-4 interesting and impressive bullet points for each job covering not only what you did but also what you accomplished in each position.

- For example, instead of saying "Managed a team of Sales Reps", you can say "Led a team of 10 sales reps to exceed their quarterly targets by 25% through coaching, training, and performance tracking". The key is to demonstrate the impact you've made, the change you've enacted, initiatives you've led and the results you've delivered.

6) Use relevant **keywords** such as skills and duties throughout your profile as this will improve your visibility and searchability for recruiters or others with an interest in locating people in your field.

- For example, if you are a Digital Marketer, you can use words like "email marketing", "CRM", "digital strategy", "lead generation" etc.



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7) Take a **LinkedIn skills assessment** to validate your skills level and display a Verified Skills badge on your profile. Displaying the results of your skills assessments is entirely voluntary and you can retake the tests as often as you like before showing that you've passed. For example, you can take Google Analytics Assessment and earn a badge that says "Google Analytics Verified".

8) Request **recommendations** from your 1st degree connections. These are personal testimonials written to illustrate the experience of working with you. Take the time to think about who you would most value a recommendation from (such as colleagues, leaders or clients) and personalise your request. They can add credibility, personality, and context to your profile, and help you build trust with potential clients or employers.

9) Turning on your **Open to** will let recruiters and your network (you can control who sees this by choosing "all LinkedIn members" or "Recruiters only") know that you are looking for a job or open to hearing about new opportunities. You can also specify the types of job opportunities and your preferred location.

10) Customise your **LinkedIn URL**. Your LinkedIn URL is the web address for your profile, and you customise this by choosing the option to edit your public LinkedIn URL. This will make your URL more concise and professional.

11) Keep your **profile up to date** at all times, even if you aren't actively job hunting. 85% of our candidates are headhunted at times that they were not openly seeking new opportunities. Having your profile updated as you change roles, gain new skills, complete continuing education or relocate, is the best way to ensure that you are being contacted for all of the relevant opportunities.

Even if you choose not to pursue a role that you've been contacted about via LinkedIn, it's still beneficial to stay aware of the job market and the opportunities that are out there.

Remember your LinkedIn profile page is often seen as an extension of your resume so it's worth spending time to ensure it is up to date and check the spelling and grammar, you might even want to ask a friend to double check it for you.

So, make the time today to update your profile so you stand out, sell your skills, validate your accomplishments and you never know it might also help you find your next perfect role!



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