Careers and Employability Service at University of Kent

How good is your LinkedIn profile?

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Session objectives

- Why use LinkedIn?

- It's all about you! What to include on your profile

- How to benefit from LinkedIn: networking, commercial awareness and job hunting

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Why use LinkedIn?

- Over 600 million members worldwide
- 2 out of 3 hiring managers choose LinkedIn as their top social media site for sourcing candidates
- FREE and accessible to employers
- Showcases your skills to potential employers
- Not exclusive to experienced job hunters – university students and graduates can find it a hugely beneficial tool
- Build your professional personal brand
- Research people, companies, industries and jobs = commercial awareness
- It's your online CV

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Remember!

- LinkedIn is NOT personal social media
- Don't post on there what you would put on Facebook!
- Your professional image is important – get the basics right!
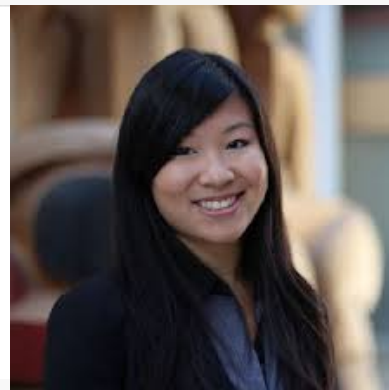
# Include a Photo

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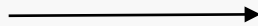
It's all about you!

- **Professional Headline**
- **Summary**
- **Work experience** – your achievements
- **Education** – mention key projects
- **Skills and Endorsements**
- **Accomplishments** – Awards, Courses, Languages
- **Interests** – companies you are following
- **Recommendations** – like references

Your professional headline

Headline

Summary

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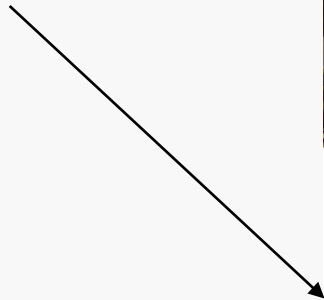
Your professional headline

- Make it memorable! What makes you unique?
- **Headline**:120 character limit. Sum up your key skills, be creative and say what you can offer
- Write a headline that contains a benefit to the viewer
- Use strong adjectives – Driven, enthusiastic and ambitious

"Ambitious insurance broker that always exceeds sales targets and loves her work. Seeking new opportunities"

"Data driven Computing graduate| Aspiring Data Analyst| Experienced in Python and SQL"

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Your professional summary

- Summary: 2,000 character limit. What makes you unique compared to others?

- Include:
  - what you currently do
  - your passion
  - the results you deliver / your achievements
  - what you are seeking

- Use keywords

- In my spare time section

- Keep it up-to-date

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Listing skills on your profile increases profile views by 13 times.

It could be another language, computer programming languages, or industry specific knowledge – having it listed on your profile will help you come higher up the search results.
You will then start attracting endorsements from your connections

Customer Service · 8	Microsoft Office · 7	Office Management · 6
Project Planning · 5	Quality Assurance · 5	Data Analysis · 5
Data Manipulation · 5	E-Learning · 5	Higher Education · 5
Strategic Planning · 4	Lesson Planning · 3	Staff Development · 2
Change Managem... · 1	Leadership Devel... · 1	Management · 1

Adjust endorsement settings

Creating a professional looking LinkedIn profile

- **Customise your profile URL** – linkedin.com/in/yourname
- **Brand yourself** – include current position/the job you are seeking
- **Use keywords** – to reflect your skills, experience and help recruiters find you
- **Let recruiters know you are open**
- **Integration** – include a blog, portfolio, samples of your work or company URL
- **Recommendations and skills endorsements** – give to get
- **Keep it updated!**

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Where to start?

- **First define your career goals:** where do you want to be?

- **Then ask yourself:** who are the people in the best position to help me reach my goals?

- Ask yourself: **what do you want to get out of the relationship?**

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Your Connections

- **1st degree connection**: the basic type of connection is a contact you know personally and who you trust on a professional level. Once you've "connected" to them, you are considered a 1st-degree connection

- **2nd and 3rd degree connections**: an extended network of connections made up of people that your connections know

- Filter your search in the '***My Network***' section to show all connections

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Build connections

- Start **connecting with people you know**: friends, family, lecturers, managers, supervisors – then see who they're connected to!

- **Join the Kent Alumni Group:**
  https://www.linkedin.com/school/university-of-kent/

  - Over 89,622+ alumni!

- **Get the balance right** – connect with students, those who have been through the process. Builds community support.

- Connect with **credible people**, those with high engagement

- Search employees at companies you want to work for

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Connecting with employers online
Send a personalised message

Hi [Person's Name],

I noticed from your LinkedIn profile that you [List a few **commonalities** or **what impresses you** e.g., their career path, both attended the same university, belong to the same group, share a mutual connection, work/interested in the same career field]. [Briefly explains how these relate back to you].

Hope these reasons are enough to send you a connection request / It would be great to connect and discuss this further / I think it would be beneficial to connect with you and see your posts and learn from you.

[Signs off]

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How to be active online

- **Post regularly on your LinkedIn account**
  - Open Days
  - Conferences and Workshops (Virtual too!)
  - Trips
  - Internships / Placements

- **Like, Share and Comment** on your connections activities

- **Upload** articles, blog posts and pieces of your work

- **Join specific groups** to discuss ideas and share industry news

- **Connect with people** before or after attending an event, follow up with your new contacts!

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LinkedIn: Final Year Kent Student

Research organisations

Companies/Organisations:

- Follow key organisations to keep up to date
- Learn about their vacancies / schemes
- How did staff get to the positions they're in?

Join Groups

- Join groups i.e. Social Media Marketing, Finance Club and The Psychology Network
- Ask /answer questions, find out what people in the industry are talking about, contribute to discussions

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Job Searching on LinkedIn

- Use ***Career Interests*** to tailor your searches
  - Job titles you are considering
  - Locations you'd prefer
  - Where are you in your search
  - Type of contract

- Use referrals

- Follow target companies

- Let recruiters know you're open to work

  - Add an #opentowork frame to your profile
  - Share career interests with recruiters
  - Headline

"Office Manager/Business Air-Traffic Controller Looking for Overstressed CEO to Make Sane" Forbes

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Next steps...

- Create a LinkedIn profile
- Connect with lecturers, employers, peers
- Join the University of Kent Alumni Group
- Research careers and organisations
- Join interest groups
- Be active!
- Review it regularly
- Get it checked by CES or other professionals

www.kent.ac.uk/ces

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