

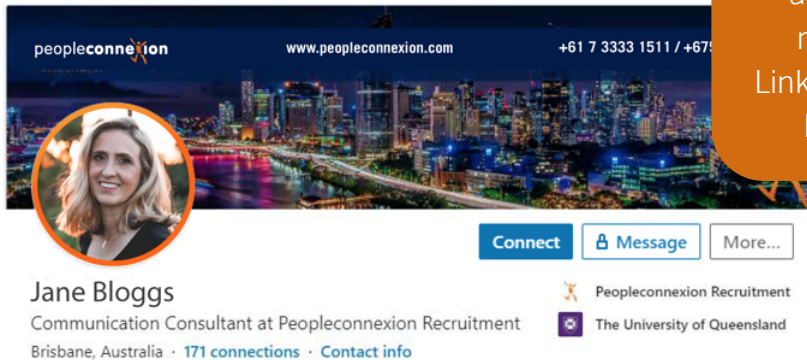


Ultimate Guide to LinkedIn

TEN TIPS TO
DEVELOPING A STAND-
OUT LINKEDIN PROFILE

ULTIMATE LinkedIn TIPS

1. The profile picture

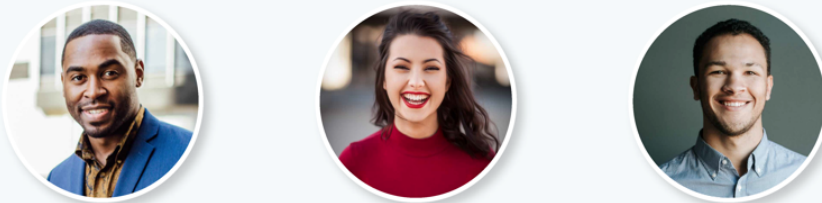


It's been well documented that first impressions are often visual. This is why profile pictures matter more than we expect. According to LinkedIn, profiles with photos are 14 times more likely to get viewed than profiles without.

Quick tips for choosing a profile picture

- Choose an up-to-date photo
- If taking a new one, stand in front of a solid or plain background
- Crop the photo so your face takes up 60% of the frame
- Be the only person in the shot
- Get someone to take a picture of you - do not upload a selfie
- Wear professional clothing

Examples:



2. Set your location

By adding a location, you are 23 times more likely to appear in a search.

If you're living somewhere else and want to work in another city, set this city as your location.

3. A compelling, concise and relevant summary

You MUST have a LinkedIn summary, which should be a short, succinct explanation of who you are, what you do and how you do it well. It contains the information you would include in a CV's executive summary.

4. Add your industry

Recruiters have an option to search and filter candidates by their industry. Set your industry to the one which applies to your current career or the one you are looking to move to.

To edit your industry, select the pencil icon below your cover photo, scroll down to the industry selector, then choose from the drop down.

Choose an industry...

- Accounting
- Airlines/Aviation
- Alternative Dispute Resolution
- Alternative Medicine
- Animation
- Apparel & Fashion
- Architecture & Planning
- Arts & Crafts
- Automotive
- Aviation & Aerospace
- Banking
- Biotechnology



5. The Three E's - Experience, Education, Endorsements



1. Experience:

With just one position listed, you're eight times more likely to get viewed. When you add another position, that number jumps right up - you can get up to 29 times more profile views. While your LinkedIn profile doesn't need to go into the same depth as your resume, it is important to include:

- List positions with dates
- List the basic responsibilities and accomplishments
- Keep it interesting and relevant - be sure to highlight any recognisable, unique or relevant projects.



Senior Recruitment Consultant

Peopleconnexion Recruitment
Dec 2016 - Present · 2 yrs 10 mos
Brisbane, Australia

At Peopleconnexion, we're the bridge between the industry's best jobs and leading employers. But we're more than a specialist recruitment partner. We're career coaches. Brand ambassadors. Talent spotters. Team builders. Industry experts. And change agents.

I manage end-to-end technical and executive assignments for some of the Pacific's largest organisations, from sourcing strategy through to unrivalled post-placement care.

Key wins:

- Building and managing a team of recruitment consultants
- Sourcing hard-to-find skillsets in the engineering sector - from rail to hydraulics specialists
- Planning and coordinating large-scale client recruitment programmes
- Leading talent initiatives including leadership development, onboarding program design

Quick tips

- If your experience is within a small-to-medium company which may not be recognisable, include a brief description/pitch for your organisation.
- Sum up what you do in one sentence - what is the core function of your role.
- What are some of the key wins you have had? i.e. Projects, initiatives, what you might be proud of.

2. Education:

Recruiters often filter by whether or not a candidate has tertiary qualifications so even if your education isn't relevant to your job, leave it in! Be sure to include any additional certifications (even LinkedIn Learning courses).



3. Endorsements

People with at least 5 skills can get up to 17 times more profile views from recruiters than those without. When you're filling out this section for the first time, LinkedIn provides you with suggestions so this is a quick and easy step. As you connect with current or previous colleagues, they then have the opportunity to endorse these skills which is great for your professional brand.

Skills & Endorsements



Recruiting · 99+



Endorsed by Richard Triggs and 6 others who are highly skilled at this



Mining · 99+



Endorsed by James Oosthuizen and 8 others who are highly skilled at this



6. Write a **search-worthy** summary

An effective summary section doesn't have to be super witty but it does need to include **relevant key words**. If setting-up/refreshing your profile, we recommend leaving your summary until last, so you can get a feel for how LinkedIn works and which keywords you should be including.



You get 2,000 characters in your summary but only the first three lines will show unless a user selects 'show more' so use these three lines wisely! Provide essential information which provokes or intrigues a reader to read more.

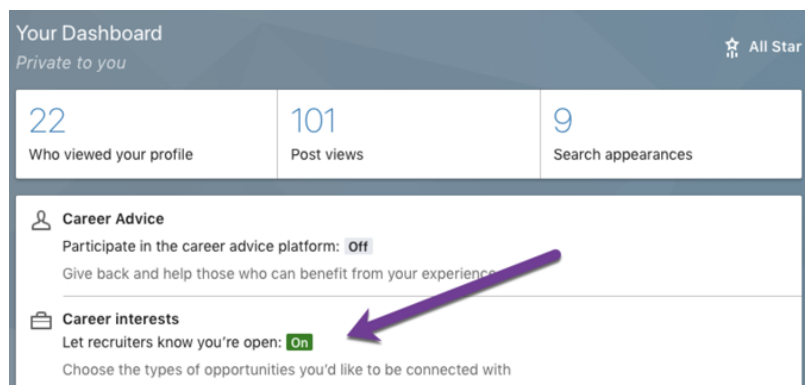
Quick tips

- Use first-person (e.g. 'I am'). If referring to your current company, you can use 'we are...'
- Include your story. Where did you start your career and how did you develop? If you moved countries or industries, this is a great space to provide some context to speak to what makes your experience unique.
- Use verifiable facts, results, testimonials/feedback to showcase that you are as good as you say.

7. Make sure you are **contactable**!



- If you want to be contacted on LinkedIn, make sure to include your contact details e.g. email address.
- If you are open to new work, make sure you check your LinkedIn messaging so recruitment professionals are able to make contact with you.
- Turn on the option to let recruiters know you're looking:



8. **Engage!**

- Follow industry pages and companies of interest to you.
- Share content relevant to your industry and include your own commentary in captions.
- Like and comment on articles and updates to show your interest.

9. **Showcase**

- If you have a portfolio - include some examples in it! Images, videos or documents - anything to showcase what you do!

10. **Join groups!**

- Groups are a way to build relationships and network with people who are doing similar work or have similar interests as you. Join as many relevant groups as you can and contribute to conversations!

