



Quick Guide to LINKEDIN

WHAT IS LinkedIn?

A professional networking site and your online CV.

CREATE A POSITIVE IMAGE

First impressions count! Over 87% of recruiters use LinkedIn to find talent and do more research on candidates, presenting yourself professionally online has never been more important. So take control of your online image.

DID YOU KNOW?

- A professional photograph means you are 14 times more likely to have your profile viewed
- Users with complete profiles are 40 times more likely to receive opportunities through LinkedIn
- Listing five or more skills in your profile will get you up to 17 times more profile views

FURTHER HELP

If you would like feedback on your LinkedIn profile, please send a draft version to careersenquiries@contacts.bham.ac.uk.

Take part in one of our Top Tips workshops to get advice on the structure and content of your LinkedIn profile: intranet.birmingham.ac.uk/careers/workshops

GETTING STARTED ON LINKEDIN

Connect with people you know well to begin with, then grow from there. If your network of contacts is small at first, consider joining some of Careers Network's groups. Connect with people you meet at jobs fairs or other events on campus or elsewhere.

- **Generate ideas**
Use the alumni search function to see what previous graduates from your degree are now doing.
- **Research companies to build commercial awareness**
Many companies will have profiles on LinkedIn. Connect with companies to find out about current issues they face, develop your awareness of the sector in which they operate and keep up to date with job vacancies they post.
- **Interact with companies directly**
Liking and commenting on their posts can get you noticed, especially if you are job hunting.
- **Writing articles**
They can be a great way to engage an audience and start conversations.
- **Groups**
Join relevant discussion groups and actively engage to build connections. Your profile is five times more likely to get noticed and viewed if you make valuable contributions to discussions.

THIS IS YOUR ONLINE CV

As well as including details about your work history and education, you can also use your profile to showcase your work. An example could be to include links to websites you're involved with or have created. Or if you've produced any relevant multimedia content such as photography or videos, you could link to those in your profile too. You could also include photographs of activities you have been involved in.

GET RECOMMENDATIONS AND ENDORSEMENTS

Prove your skills by having someone endorse you and your work. Recommendations on LinkedIn help give credibility to your profile and act as a reference tool.

BUILDING YOUR NETWORK

LinkedIn is the perfect opportunity to build your network. It enables you to:

- Clarify your career goals and help you make career decisions
- Gain valuable information about your chosen sector
- Find opportunities, such as internships, work shadowing or even job vacancies
- Develop key employability skills such as communication
- Build your confidence
- Meet like-minded people, make new contacts and discover new opportunities

LinkedIn Learning

LinkedIn Learning is online resource that you can access for free as a University of Birmingham student. It can help you broaden your knowledge and enhance your skills through expert-led course videos. To get access go to: intranet.birmingham.ac.uk/student/linkedinlearning

LINKEDIN YOUR PROFILE



PROFILE PICTURE
You're 14 times more likely to have profile views with a photograph that looks professional.

NAME AND HEADLINE
Who you are, what you do, and where you do it!
Full name
Title | Core skills | Impact

Imogen Tandy
MSc Marketing student | Skilled in Marketing Analytics | Currently researching programmatic advertising and impact on consumers
Birmingham, United Kingdom

Summary
This is your opportunity to sell yourself to potential connections. Make sure to add as much value as possible, getting straight into your experience, expertise and skills that you have mastered within the sector you are hoping to go into. LinkedIn will ONLY show the first 220 characters on desktop and 92 on mobile, so keep it concise.

CONNECTIONS
Connections show how many people are in your 'professional network.'
Make sure you only connect with people relevant to you.

Experience

Postgraduate Research Assistant
University of Birmingham
Feb 2018 – Present (3 mos)
Birmingham, United Kingdom
Analysed consumer engagement across social media platforms and recommended the introduction of prizes which increased traffic to the website by 30%.

EXPERIENCE
Experience Job Title | Company | Date | Location
Not much work experience? Use your extra-curricular positions, eg, committee member, student representative, ambassador, etc.
Avoid describing your role, emphasise your skills through action words instead. Bullet point using VERB – ACTION – RESULT (VAR) or SITUATION – TASK – ACTION – RESULT (STAR).

Education

University of Birmingham
MSc Marketing
2017–2018
Activities and Societies:

EDUCATION
Include the institution you attended, the full name of your programme (including BA/BSc/MA/MSc) and the date you attended, as well as your final grade.

Include in your Activities and Societies any extracurricular memberships you undertook: eg, student representative, member of a society or sports team. Highlight any positions of importance you've held eg, the editor of a university newspaper. You can upload a link to the site to show off your skills.

