



Building a good LinkedIn profile

Before you start

Go into Privacy and Settings and set 'sharing profile edits' to no.

Sharing profile edits

Choose whether your network is notified about profile changes

Should we let people know when you change your profile, make recommendations, or follow companies?

No

Your LinkedIn URL

Customise your URL to remove the letters at the end; this will make it neater when sharing your URL with people.

Edit public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/lucyrwild

Photo

The ideal size is 400 x 400 pixels. Aim for a headshot where you are smiling at the camera. Do not include photographs where you are standing at a distance from the camera.

You want your photo to look like the professional you want to be. In some workplaces, people dress very smartly; others may be more casual. Dress for your photograph appropriately.



Background photo

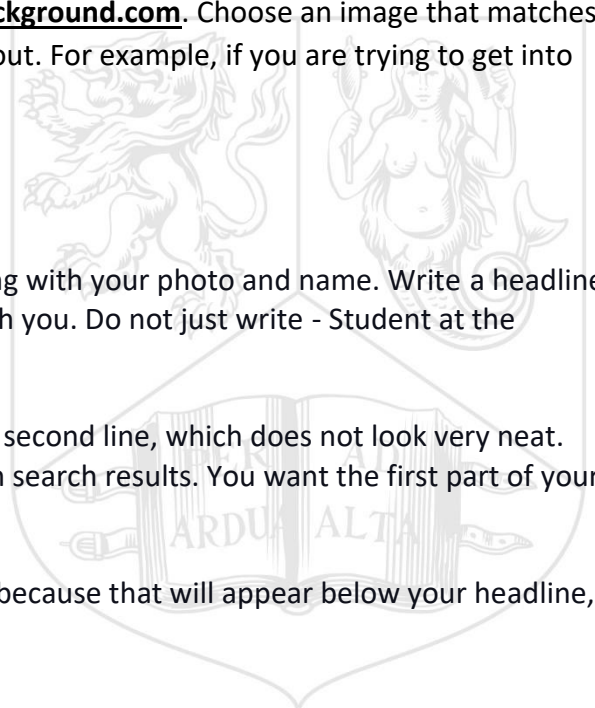
Aim for 1536/768 pixels. You could use <https://linkedinbackground.com>. Choose an image that matches the industry or personal brand message you want to send out. For example, if you are trying to get into technology, choose an image that relates to this industry.

Headline

Your headline is what people will see in search results, along with your photo and name. Write a headline that grabs attention and encourages people to connect with you. Do not just write - Student at the University of Birmingham.

You get 120 characters. The last 7 characters will go onto a second line, which does not look very neat. Only the first 85 characters (including spaces) will display in search results. You want the first part of your headline to contain the most attention-grabbing keywords.

There is no point in writing 'the University of Birmingham' because that will appear below your headline, so it is a waste of characters.



If you have work experience, build a headline around your core skills and the problems you can solve with those skills. If you do not have work experience, build something around the impact you are making during your programme of study.

Examples headlines:

MSc Marketing student | Skilled in Marketing Analytics | Currently researching programmatic advertising and its impact on consumers

MBA student, experienced in Business Analysis * AGILE Practitioner & Scrum Master * Bridges the divide between strategy and technology

Summary

LinkedIn will only show the first 220 characters of your profile on desktop and only 92 on mobile! If the person reading this wants to see more, they must click [see more](#). Write those first few words to add as much value as possible.

Do not be tempted to pack your summary with buzzwords and subjective statements, as this is unlikely to encourage anyone to want to see more.

The first 220 characters need to grab attention. Get straight into your passion, expertise, and work experience. Include details about the in-demand skills within the sector you want to work.

Example:

I love SEO and have developed content optimisation and analytical skills through my Word-Press blog and internships at Rice and Verve Search. Skilled in Google Analytics | Google Webmaster | SEMRush | HTML | CSS

If the reader chooses to see more, you want the rest of your profile to help the person understand who you are as a person. Remember that this is a networking site; avoid a dry description of your CV and instead, get across who you are and why you would be a great person to work with or employ.

Think about what you love to do? How do you like to work? What are your strengths? Provide context by referring to specific projects from your Education, work experience or extra-curricular activities.

Example:

My biggest strengths are curiosity and strategic thinking; I love discovering new things about digital marketing and learning through my MSc programme. I am learning how to look at digital methods from a critical perspective. I recently completed a company project, working with my classmates to help a leading FMCG company formulate a strategy for increasing consumer engagement.

Think about how much time people spend reading information online - it is very short so keep it brief!

Activity

The next thing readers will see are highlights from your recent activity on LinkedIn. Activities include your written articles and posts you have commented on, liked or shared. You need to think carefully before liking a post and using your activity to reinforce your career focus.



Experience

LinkedIn will only show the description of your current or most recent role. For your other positions, readers must click [show more](#). Avoid writing lengthy sentences or paragraphs to describe your roles and instead use verb, action, and result style bullet points which make it clear what kind of skills you applied to particular tasks or projects and the impact you made.

Example:

- Analysed consumer engagement across social media platforms and recommended the introduction of prizes which increased traffic to the website by 30%

If you have lots of leadership positions through extra-curricular activities, then you can include this in your Experience section. It can be beneficial if you have limited work experience.

Do not include those student activities where you were just a member.

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If you held a position of responsibility in a student society, include these roles under Experience. Examples; Captain, Vice-President, Events Secretary, or you've been a Class Representative or Student Ambassador.

Education

You could add prizes and student society membership in this section. Make sure you write the full title of your programme of study correctly.

Featured Skills and Endorsements

LinkedIn will only show your top 3 skills. Think about that; do you want your top skill to be Microsoft Excel?

Recommendations

LinkedIn will show your top 2 recommendations. Consider reaching out to a minimum of two people who can comment on your work. Ideally, these people will be in senior positions.

Interests

This section will show the groups you are in and the companies and schools (Universities) you are following. You want to ensure that the companies you follow and the groups you join are relevant to the industry/sector you want to work. Potential recruiters reading your profile will clearly understand your career focus.

Volunteer Experience

Use this section to write about any work you have done for charities or similar.

Accomplishments

Use this section to write about;

- Publications such as academic papers and journal articles
- Certifications you have completed in addition to your Bachelors, Masters or MBA. For example - ACCA, CFA, CIPD, CIM etc.
- Course including modules from your academic programmes of study
- Projects such as academic group projects or any project you worked on as part of an extra-curricular activity
- Honours & Awards. Examples; Academic prizes, scholarships, extra-curricular awards and academic results.
- Languages in which you are fluent.
- Organisations such as any membership you have in professional associations. Examples; Student Member of CIPD or any internationally recognised student association, AIESEC.

Be selective; remember your profile should highlight achievements. Do not be tempted to list things for the sake of it. Think about accomplishments that will add real value to your profile.