



Building a good LinkedIn profile

Before you get started, go into Privacy and Settings and make sure that you have set “sharing profile edits” to no

Sharing profile edits

Close

Choose whether your network is notified about profile changes

No

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

No

Your LinkedIn URL

Customise your URL so that you don't get all 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. Photos where you are standing in the distance won't work. Think about the industry you're trying to get into—in some industries, people dress very smartly; others may be more casual. You want your photo to look like the professional you want to be.



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're trying to get into technology then 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. It's really important that what you write grabs attention and encourages people to connect with you. Things like “Student at the University of Birmingham” will not do this. You get 120 characters but be aware that the last 7 will go onto a second line, which doesn't look very neat. Only the first 85 characters (including spaces) will come up in search results so make sure that the first part of your headline contains the most attention grabbing key words. There is no point in writing “University of Birmingham” because that will appear below your headline anyway so it's a waste of characters.



UNIVERSITY OF
BIRMINGHAM

BIRMINGHAM
BUSINESS
SCHOOL



If you have experience, then build a headline around your core skills and the problems you can solve with those skills. If you don't have experience, then build something around the impact you're making during your programme of study.

Examples headlines:

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

MBA student with experience 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 have to click "see more." The implication here is that you want those first few words to add as much value as possible. Don't 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 and assuming you are using LinkedIn to get hired, should get straight into your passion, expertise, experience and the skills that are in demand within the sector you want to work in.

Example:

I love SEO and have developed expertise in content optimisation and analytics through my own WordPress blog and internships at Rice and Verve Search. Skilled in Google Analytics | Google Webmaster | SEMRush | HTML | CSS

If the reader chooses "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 do you love to do, how you like to work and your strengths. Provide context by referring to specific projects from your Education or Experience or Extracurricular activities.

Example:

My biggest strengths are curiosity and strategic thinking; I love discovering new things about digital marketing and through my MSc programme I'm also learning how to look at digital methods from a critical perspective. I recently completed a company project and really enjoyed 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's very short so keep it brief!



Activity

The next thing readers will see is highlights from your recent activity on LinkedIn. This includes articles you've written, posts that you've liked, shared or commented on. You need to think carefully before liking someone's post and use your activity to reinforce your career focus.

Experience

Your Activity
1,421 followers

 <p>It was great to meet so many Professional Women today at the Enterprising Women's... Lucy liked</p>	 <p>How Diverse Job Boards Help the Employer and Job Seeker? Lucy liked</p>
 <p>Graduate Market Update Lucy liked</p>	 <p>Is your business ready for digital technology? - High Value Manufacturing Catapult Lucy liked</p>

[See all activity](#)

LinkedIn will only show the description of your current or most recent role. For your other positions, readers will have to click on “show more.” Avoid writing lengthy sentences or paragraphs to describe your roles and instead use “verb, action, 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 don't have a lot of work experience but do have lots of leadership positions through extracurricular activities then you can include this in your Experience section but don't include those student activities where you were just a member. So for example if you held a position of responsibility in a student society (i.e. Captain, Vice-President, Events Secretary) or you've been a Class Representative or Student Ambassador then include these roles under Experience.

Education

You could add prizes, 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 so think about that; do you really want your top skill to be Microsoft Excel?

Recommendations

LinkedIn will show your top 2 recommendations so think about reaching out to a minimum of two people, ideally in a senior position who can comment on your work.

Interests

This section will show companies and schools (Universities) you are following and groups you are in. You want to make sure that the companies you follow and the groups you join are relevant to the industry/sector you want to work in so that any potential recruiter reading your profile doesn't have cause to question your career focus.

Volunteer Experience

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

Accomplishments

Use this section to talk about;

Publications (academic papers, journal articles)

Certifications (qualifications that you've completed in addition to your Bachelor and Masters or MBA e.g. ACCA, CFA, CIPD, CIM etc..)

Courses (modules from your academic programmes of study)

Projects (this could include academic group projects or any kind of project you worked on as part of an extracurricular activity)

Honors & Awards (academic prizes, scholarships, extra-curricular awards)

Test Scores (academic results)

Languages (only include languages that you are fluent in)

Organisations (use this section to talk about any professional membership you have in professional associations e.g. Student Member of CIPD or any internationally recognised student associations e.g. AIESEC)

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