

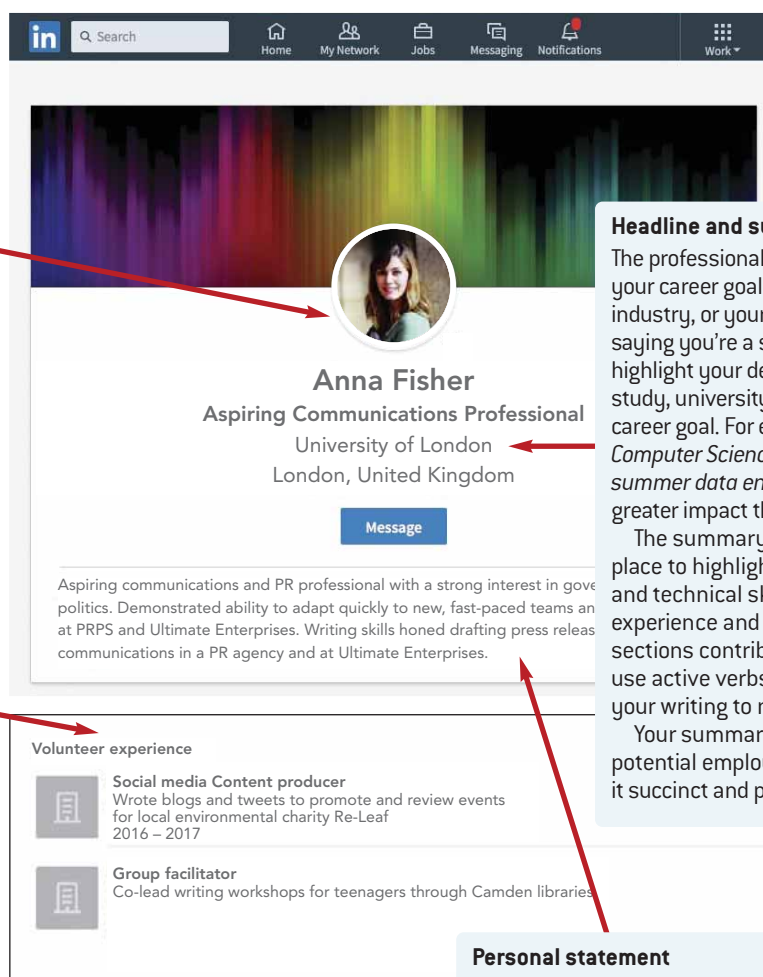
# GETTING LINKEDIN WITH EMPLOYERS

**AT LEAST 75% OF HIRING MANAGERS CHECK A CANDIDATE'S LINKEDIN PROFILE DURING THE HIRING PROCESS, AS MENTIONED IN THE STUDENT JOB HUNTING HANDBOOK. ENSURE YOUR PROFILE MAKES A GOOD IMPRESSION.**

**L**inkedIn is a powerful tool for raising your professional profile online. As well as connecting with people and searching for jobs, you can explore career paths, receive advice and research information from other professionals. Employers use LinkedIn to publish job openings, and

recruiters actively search the network for possible candidates and to screen applicants before interviews.

You can find great advice on how to use the platform at [students.linkedin.com/uk](https://students.linkedin.com/uk) which has a collection of videos and tutorials to help you out. Here are our top tips on getting started with your LinkedIn profile. **L**



## Profile headshot

You don't need a professional head shot; a simple well-lit headshot against a neutral backdrop (no bars or beaches) will look great. You should be the only person in the photo – even someone else's arm makes it look less professional. Avoid using your graduation picture which ages you right away from a recruiter's perspective.

## Additional media

LinkedIn allows you to add media relating to courses, publications, projects, and more to your profile too. Make the most of the web format by linking to blogs, websites or other media that show off your skills and achievements. For example, if you've written for a student publication, link to your article. Art, design or architecture students can link to examples of their work on a blog or website.

## Headline and summary

The professional headline section can reflect your career goal, current work status, preferred industry, or your current job title. Avoid simply saying you're a student at a university. Instead, highlight your degree type and title, year of study, university and (where appropriate) your career goal. For example, *2nd Year BSc Computer Science student at UCL, seeking a summer data engineering internship has a greater impact than Student at UCL.*

The summary expands on this and is the place to highlight your specific transferable and technical skills, as well as relevant experience and professional interests. These sections contribute a lot to search results so use active verbs and mention key skills in your writing to make yourself easier to find.

Your summary is your introduction to potential employers, so it's important to keep it succinct and professional.

## Personal statement

This section gives you the chance to introduce yourself to potential employers, so it's important to keep it as succinct and professional as you would with a profile at the top of your CV. Highlight your specific transferable and technical skills, as well as relevant experience.

**'Keeping your LinkedIn page up to date is very important as it shows you are active, committed and serious about finding the right job. We recently hired someone who we first interviewed last year: as soon as we had an opening we called him as we were reminded of him through a LinkedIn update.'**

Richard Adams, Publishing Manager at Pageant Media  
(BA English, King's College London)

## Experience



### Customer Relations Executive, PRPS

January 2018 – Present (part time whilst studying)

Provide customer care to 40+ emails/telephone calls per shift.

Demonstrate strong listening and diplomacy skills when dealing with dissatisfied clients.

Shadow marketing and press team on a monthly basis.

## Experience

Unlike a CV you're not limited for space so leave nothing out. See 'Demonstrating your skills' on page 25 for advice on effective techniques for writing about your experiences.

LinkedIn allows you to add information about volunteering, internships, full-time employment and more to your profile. Make the most of this by highlighting skills and achievements from your experiences. Where possible, aim to quantify or qualify the impact that you made in a workplace, to demonstrate the value that you added. Don't forget, if you are involved in any university activities or societies you can add information in the education and experience sections as well.

## Featured skills and endorsement

Publishing · 46



Endorsed by Naomi Crookston, who is highly skilled at



Endorsed by Ross Brown and 8 other mutual connecti

Editorial · 40

Dom Laurin and 39 connections have given endorsements fo

Strategy · 23



Endorsed by Alastair Cartwright, who is highly skilled i



Endorsed by Ross Brown and 3 other mutual connecti

Steve is also good at...

Copywriting · 21



Online Publishing · 20

Copy Editing · 19

Leadership · 18



SEO · 18

Training · 17

Coaching · 16



Publications · 15

Social Media · 15

Mentoring · 12



Proofreading

Magazines · 9



Digital Strateg

## Skills and endorsements

Skills on LinkedIn allow you to highlight the abilities that you would bring to an organisation and role, which your connections can endorse.

Endorsements from your connections can really enhance your profile and showcase your abilities. It's beneficial and acceptable to ask previous managers, lecturers and colleagues to endorse you or to write a recommendation and it helps if you're specific in your request.

Don't paraphrase a skill (eg teamwork and collaboration) because this can lower the number of endorsements as your connections choose between them.

## Recommendations

Recommendations are short and specific references attached to your LinkedIn profile, that boost your credentials. They can be given by former managers, colleagues or lecturers, and add credibility to you as a professional. Try reaching out to individuals who would be willing to write a recommendation for you, and perhaps suggest a few of the key aspects you want them to highlight, for example a skill set or quality that you feel you demonstrated.

## Education



### University of London

BA English  
2nd year grade 2:1

2016 – 2019

## Education

Under Education you can add activities and societies you are involved in too. We would recommend not uploading sensitive documents such as degree certificates and transcripts. You can embellish the education section with a list of relevant modules (focus on 3-4 modules and include their marks), and examples of key achievements such as a summary of a dissertation project (do not upload the entire dissertation) and focus on the outcomes.

## Groups

As well as increasing your web presence, joining a group on LinkedIn enables you to browse related job openings, research potential career paths, expand your network, and comment on and initiate discussions on various topics.

## Alumni search tool

On your university's LinkedIn page there is a helpful feature labelled 'Alumni'. This feature is a search tool that collates profiles of alumni registered on LinkedIn. Using the tool, you can filter by categories including their employer, degree subject and location. This will help you to find potential connections, whom you will have something in common with as you are studying at their alma mater. Mention this if you choose to connect with them as it will likely make them more willing to connect with you.

## Interests



Higher Education Marketing & Co...  
25,537 members



Gradcracker  
10,316 followers



Digital Marketing  
1,153,757 members



Cass Business School  
39,666 followers



The University of Edinburgh  
150,730 followers



Bauer Media  
29,011 followers

See all