

LinkedIn Profile

Quick Tips

Effective tips and advice for getting started with LinkedIn

MAKE YOUR PROFILE HEADING STANDOUT

Far too many young professionals insert a generic term such as “Recent graduate” or “Job Seeker” as their LinkedIn profile headline. This is a big mistake. Your profile headline is the first thing people will read on your profile, so you need to think of it as a marketing tool. Be as specific and keyword heavy as you can. For instance: “Honours Marketing Grad from Swinburne seeking opportunity in consumer packaged goods” or “Recent Swinburne grad with extensive non-profit experience.” For ideas, check out the profile headlines of other recent grads or entry-level employees you admire.

WRITE A PROFESSIONAL SUMMARY STATEMENT

Your LinkedIn Summary statement should resemble the first few paragraphs of your best-written cover letter — concise and confident about your goals and qualifications. Remember to include highlights of your experience, including internships, volunteer work, and extra-curricular activities. You should also include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is by researching the job listings that appeal to you and the LinkedIn profiles of people who currently hold the kinds of positions you want.

DISPLAY AN APPROPRIATE PHOTO

Remember that LinkedIn is not Facebook. Choose a professional, high-quality headshot of you alone. **You** don't necessarily have to wear a suit, but baseball caps, party photos, cartoon avatars, and glamour shots don't fit in the professional environment of LinkedIn.

SHARE YOUR (CAREER-RELATED) NEWS

Like other popular social networks, LinkedIn provides

the opportunity to share brief status updates with your connections. But again, remember to stick to the professional. Think of your LinkedIn status updates in terms of brief conversations you may have with other professionals at networking events: “I just read a really interesting article you might enjoy. Here is the link...” or “I'm attending our industry conference next week. Are you going too?” You never know what nugget might catch someone's attention and spark a conversation or opportunity.

CONNECT WITH FRIENDS AND FAMILY

Once you have a great profile, start building your LinkedIn network by connecting to friends, relatives, internship, voluntary or part-time/casual job colleagues, and professionals you know in industry. The best networks begin with those you know and trust, and then grow based on personal referrals.

CUSTOMISE YOUR CONNECTION REQUESTS

As you build your connections on LinkedIn beyond your friends and family, don't use the generic “I'd like to add you to my professional network on LinkedIn” note, instead, always customize your connection requests with a friendly and personal note and, if necessary, a reminder of where you met or what organisation you have in common, eg Alumni, groups you've joined, mutual friend etc. You'll impress people with your personal touch.

JOIN GROUPS

To get even more out of LinkedIn, join groups related to your professional interests and communities. It's highly recommended that you join your university's Alumni or Careers LinkedIn group first, and then search for industry or professional association groups related to the career or careers you want to pursue.



LINKEDIN PROFILE

DON'T BE A STRANGER

Once you have a great profile and have joined some groups, your work is only beginning. Set reminders in your calendar to visit the site on a daily basis to reach out to connections (with informational interview requests, check-in notes, etc.), to read through and comment occasionally on group discussions where you have something to add, share articles, update your status and comment on other people's updates and to research available job and internship opportunities in the job portal.

ADJUST YOUR SECURITY SETTINGS

If you're open for employment adjust your *Job seeking preferences* in the Privacy settings page to "Let recruiters know you're open to opportunities". The default setting is NO so you will need to change this to YES.

MAKING THE MOST OF LINKEDIN

LinkedIn is great for connecting with professionals in your areas of interest and when included as part of your career development plan and strategy, can be useful for exploring career paths and job opportunities.

Find out more about how you can make the most of this platform at:

LinkedIn for Students:

university.linkedin.com/linkedin-for-students

Career E-Learning section in SwinEmploy+

Access SwinEmploy+ by logging into SwinEmploy:

swi.nu/swinemploy

EXAMPLE LINKEDIN PROFILE ON THE NEXT PAGE

Your name and professional profile picture (headshot)

Your key word rich headline

Number of connections –
Tip: more can be useful in building your network and professional community, but be strategic about who you're connecting with

Your profile URL
Tip: you can customise your URL to shorten it

Your recent activity
Tip: you should be updating this daily!

The number of people who have recently viewed your profile and times your profile has been featured

Your key word rich professional summary of yourself, experience, skills, objective etc
Tip: Try to align your skills and experience to what is desirable for the type of role you are seeking, look at other people's profiles for inspiration.

Your work experience, include dates, duties and achievements for professional, voluntary and casual work.
Tip: seek recommendations for your positions from colleagues, managers & customers that you're connected with

Your professional skills
Tip: think of the skills and expertise you've gained through study and employment

Your education history, include your majors and minors

Companies and industries and groups you are following relating to your career ambitions and interests
Tip: Connect with as many companies and relevant groups as possible to increase your exposure to opportunities and contacts