



## Building your Profile: making it work for you!

[www.linkedin.com](http://www.linkedin.com)

This guide will get you started on building your profile and using some of LinkedIn's helpful features.

### Tips before you start:

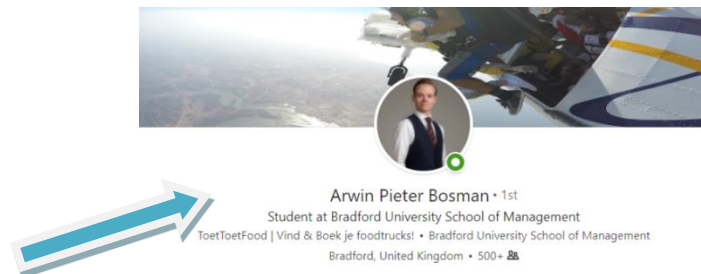
1. **Your browser** LinkedIn works best in Chrome or Firefox (**not** Explorer) on a PC. The mobile app has less functionality for some activities but more for others! LinkedIn is updated regularly and so changes often.
2. **Premium service?** LinkedIn offers a free **Basic** service, and a **Premium** service for which there is a monthly charge. Unless you are a recruiter, then the Basic service is all you should need for most functions.
3. **Look and learn** Take a look at other people's profiles. Maybe they can give you ideas of what to write in yours?
4. **Your privacy** When writing or updating your LinkedIn profile and whilst looking at someone else's, you may not want others to receive alerts telling them about this. To work anonymously, change your privacy settings by clicking on "Me" under your small profile photo in the top right-hand corner of the page. Click on "Settings and Privacy". Then, go to the "Profile viewing options" and choose the option you prefer. If you choose the anonymous option don't forget to change back when finished updating. There are other useful options here too.

**More privacy** Don't lock LinkedIn down as you want recruiters to find you. Your profile needs to be punchy, convey key highlights of your career clearly and succinctly and be careful – your profile may be seen by anyone!!

### So let's start building your profile:



**Your photo** LinkedIn is very much a professional business network. Choose a good quality head and shoulders shot, with a suitable background. Those with photos are 14 times more likely to be found in searches. No social snaps! There is also the opportunity to add a background **banner** from the PC version.



**Your professional headline** Use the professional headline under your name carefully. You can use 120 characters. It is the first thing people will read about you so tell the truth, but make sure it works for you. Does it grab the recruiter's attention with key words and possibly the sector you are interested in working in? If you don't have a suitable current job title, give a brief description of the type of work you do or reflect your career goals. Make sure you highlight key selling points and use key words so that you show up in searches but keep it short and sweet!

The example above looks OK on first impressions but here are some other suggestions:

**For experienced professionals:**

Job title and focus: *Supply Chain Manager / Logistics Analyst – Identifying underperforming areas in the supply chain & finding resolutions*

Components of your work: *Communications Professional | Online Marketing & E-Newsletters | Conference Planner*

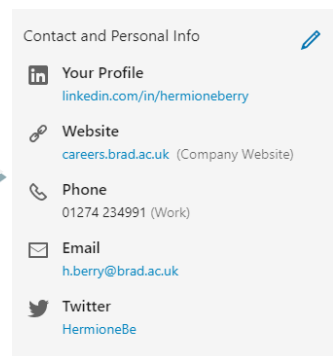
Highlight your personality: *Focused on Capacity Building ♦ Conflict Resolution Specialist ♦ Mentor for Community Projects ♦ Personable and outgoing*

Combine your current role and area you are aiming for: (great for career changers): *Software Engineer | Java, C, C++ | Blogger about Mobile Apps | Future Android Developer*

**And for the less experienced:**

- *University of Bradford, 1st Year International Business Student*
- *Recent Economics graduate with entrepreneurial flair seeking opportunities in...*
- *Summer Intern with HSBC, Student at the University of Bradford*
- *Strategic Marketing | Accounting and Finance | Data Analytics | Organisational Behaviour | Operational Management*

**Your contact information** Make sure your contact details are up to date but don't reveal any personal data you don't want to share with the world. You can connect your LinkedIn to your Facebook, Twitter, blog, website as you wish.



**Personalise your LinkedIn url** You can customise your LinkedIn url so that it is shorter. In the View Profile screen, click on "Edit Public Profile and URL". Add to your CV, email signature and business cards.

**Your summary** This often gets left out but it is very important. Sell yourself by telling the reader what you feel you can bring, highlight your specific skills appropriate to the next job and add some personality. You can include projects, research specialisms, voluntary experience and languages as well as your interests and goals. Writing in the first person can work well, break the text up for easy reading (e.g. bullet points) and include lots of industry keywords that recruiters will be looking for. The first couple of lines are very important as the rest only appear once the reader clicks to see more.

Some questions to ask yourself:

- What is your ideal job? Where are you headed? (*Keep in mind while creating the summary.*)
- What are your key skills / strengths / talents?
- What do you want to be most known for?
- What are some of your interests, values & personal traits?
- What makes you unique? Differentiate yourself from others. This could be a trait, interest or value.
- How would some of your peers or colleagues describe you?

And for entrepreneurs: Who are your customers? (Describe them in a little detail.) and if your favourite customer or client described you, what would they say?

**Examples of undergraduate business and MBA student summaries, both focused on CSR and Circular Economy**

Highly passionate about environmental and gender equality aspects. I am looking to gain some more knowledge about CSR and how large companies and SMEs work towards implementing the SDGs.

My main values are dedication, persistence and commitment. I want to make an impact in our society by contributing to the education and development of the future generations. Currently, I am a member of IEMA (Institute of Environmental Management and Assessment) looking to learn more about sustainability.

For the last 6 years I have been working with a gender equality organisation in Romania where I had the chance to work on EU funded projects and be part of the 'With and For Girls' European judging panel. Also, I coordinated an environmental project at the University of Bradford part of a national scheme called Green Impact.

I am a result-oriented business manager and an enthusiastic advocate of Circular Economy.

I have a successful track record in business from the corporate world as well as running my own company. My responsibilities have included management, sales and technical matters.

My versatile working experience has taught me to be agile and decisive. Time spent outside France and living in a multi-cultural family has given me strong cultural awareness and cross-cultural communication skills.

As a person, I identify myself as determinate, rigorous and trustworthy. My strengths bloom when there is an opportunity to be a collaborative team member, who has a freedom to lead when necessary.

Currently, I am finishing my MBA on this topic at the Bradford & Ellen MacArthur Foundation.

In 2010 I left the corporate world behind to start a professional reconversion into Circular Economy. I realized I want to be part of the shift of paradigm humanity must operate to face the upcoming global challenges. I believe Circular Economy can be a piece of the answer when implemented correctly.

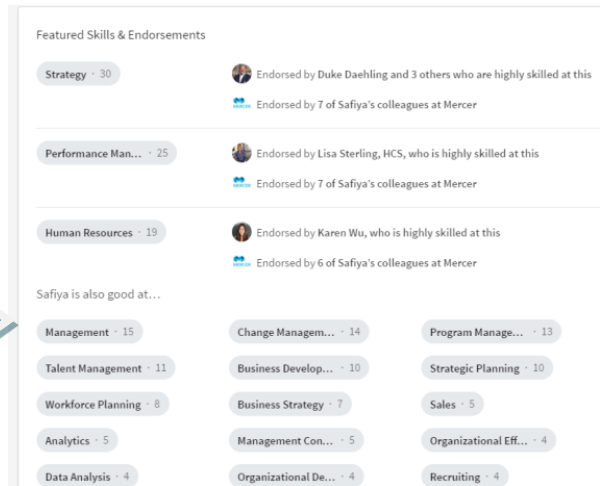
I am ready to take the next step in my life and help you to change the world.

**Use key words** Particularly important in your headline and summary. LinkedIn is heavily search optimised and recruiters will generally look for potential job candidates using key words.

**Your qualifications and employment experience** Make sure your LinkedIn profile has details about what you have done especially previous roles and responsibilities and education highlights. It should reflect what is on your CV and use targeted keywords. Best not to list every University module if you have many! Don't forget additional qualifications or training.

**Your voluntary activities** Make sure you demonstrate activities outside your university studies as employers value these.

**Your skills** You can list up to 50 skills in your "Skills and Endorsements" section but best start with 15-20. The first 3 will be listed (and then a "view more" button) so make the first 3 the ones that recruiters will be searching for. Endorsements will just happen but help them appear by endorsing others. Keep your skills updated.



**Show off your expertise** You can add images, videoclips, presentations. Why not add a file e.g. your edited CV, a clip, a presentation or maybe your blog? Bloggers can automatically send out updates of their latest posts.

**Other sections** Include your languages, University teams or organisations, projects, courses and certifications. Even interests can be useful – people make deeper connections with those they see with shared interests.

**Seek recommendations** Don't be afraid to ask, as recommendations qualify you as a useful contact and enhance your profile. Start by offering to write recommendations for others. Try previous managers, colleagues, customers/clients, project team members, academics and fellow students who you know well. You will also appear on their profiles.



**Andrew Rowbotham**

Careers Information & Communications Coordinator at University of Bradford

“ Rebeca's work for us involves dealing with a huge number and range of visitors (students, graduates, senior staff from across the university, employers etc) and accessing confidential records. She has assisted at our biannual careers fairs; working with around 200 exhibitors and 2000 visitors.

**Add media links** such as websites, blogs, video, and PowerPoints. You can then turn your profile into a [portfolio](#).

**Promote yourself** Add your LinkedIn profile url to your CV, email signature and if you have them, business cards. Whenever you contact via email, add a line that states you would like to link up on LinkedIn. Don't wait for responses – invite people to connect (make sure you personalise it!) and 9 times out of 10 your invite will be accepted. This is a great way to grow your connections quickly.

**'Google' yourself** Once you are active on LinkedIn then your profile will usually come up early in a search. You should aim for an 'All Star' profile so you show up in more searches.

To get an "All Star" profile, you'll need to include:	
• your education	• current position and two other roles (voluntary work can be included),
• a photo	• your industry and location
• 3+ skills	• 50+ connections

## So now you have completed your profile you can build and maintain your network!

**Add to your connections** Invite past and current colleagues, classmates, friends and family to connect. Be sure to add these 3 things to your personalised invitations: the person's name, a personal message, and a "thanks." You will then be more likely to get a positive response.

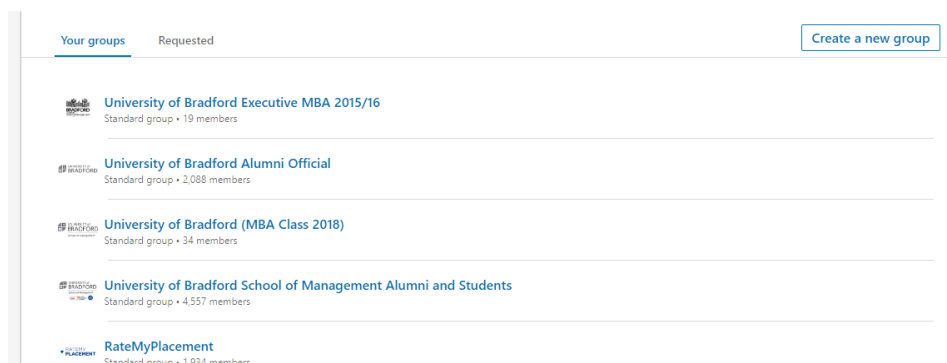
**Focus on 1<sup>st</sup> and 2<sup>nd</sup> level connections, and groups** There are four levels of connections: 1st, 2nd, 3rd, and group. A 1st level connection is someone you know, and a 2<sup>nd</sup> level is a "friend of a connection."

**Networking can increase your chances of finding opportunities** Ask for advice from your network contacts. Asking for a job gets you nowhere but asking for advice can get you a job! This can add to your knowledge and insights about a target organization, which will help you to write a focused application and help you stand out at interview. Maybe your contacts can introduce you to someone else who can help you?

**Add updates on your home page** To raise your profile, post an idea or question, mention a recent accomplishment, share industry information, or pass along a blog post. You can also post your own photos and videos, just be sure they are professional and career related. Your updates appear on your 1st level connections' home page.

**Tag other LinkedIn members in your updates.** Like on Facebook, Instagram, and other social media, you can tag someone when posting on the home page. Just add the @ symbol before a person's name or company. They will be alerted when you tag them.

**Join groups** You can join up to 100 groups. Using the search bar, type in keywords such as **University of Bradford** to get you started, then select "Groups". To see groups you are already in, go to the "Work" tab (upper right hand corner.) To see what groups you have in common with someone, scroll to the very bottom of their profile, then select "See More" and click on "Groups." You can then get involved in group discussions. An example group list:



**If you share a Group with someone, you can message them, using the free account.** In the top search box add a job title or company name. Click on the "People" button. Select someone from this list, then find out if you share a group with them, or join a group they are already in:

- Open their profile, if there is a "highlights" section that means you share connections and/or a mutual group. If you share a group with someone, you can message them through this group.
- If you don't share a group, scroll to the very bottom of the profile, click on "See more".
- From this menu, click on "Groups."
- Consider joining one of these groups. Then continue with these steps:
- Once in the group, click on the number of members, and then enter their full name in the search box. When their name comes up you can now send a message.

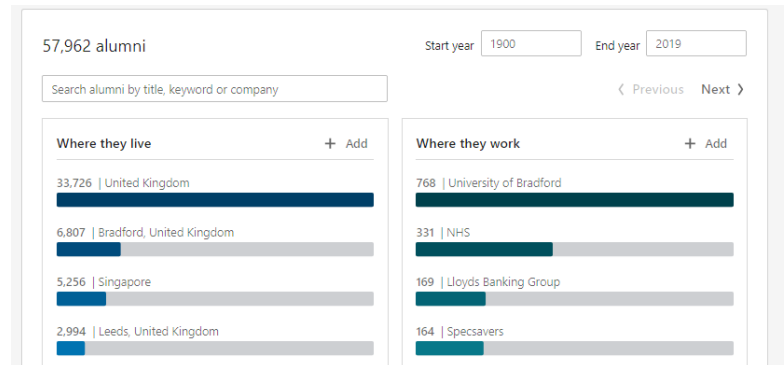
See also [advanced search tips](#) and [Boolean search](#).

### Searching for people on LinkedIn

You can search by a person's name or do more advanced searches in the "Search for people" area. If you want to search LinkedIn for employees at a specific company then use Google to hack your search. Example: Search in Google for "Eclipse Legal Systems site:linkedin.com/in" Define that search even further to find specific people e.g. "HR @ Eclipse Legal Systems site:linkedin.com/in"

**Look for alumni** University of Bradford graduates are helpful people! In the top search box, search for University of Bradford, click on the link for the University and then click on “Alumni”. Or go to: [www.linkedin.com/school/university-of-bradford/people/](http://www.linkedin.com/school/university-of-bradford/people/) to see our nearly 57,000 graduates and current students. You can then see:

- the dates they attended university
- where they currently live
- who they work for
- what type of job they do
- what subject they studied
- what they are skilled at, and
- how you are connected to them



Filter these results by clicking on the categories and they will alter in real-time. Scroll down to see links to the profiles of your search results. Use this information to find out what University of Bradford graduates are doing, what people they follow, what groups they belong to and how they describe themselves in their Profiles: Headline, Summary and Skills.

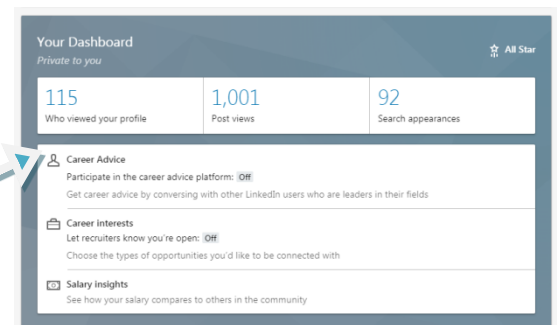
**Search for connections at a target employer** - As part of your research into organisation, check to see if you are connected to anyone at the organization who could help you. When a job is posted on LinkedIn, in the “Jobs” section, you’ll automatically see if you are connected to someone at the company.

**Check out your connection’s “Recent Activity”** This feature allows you to see what your connections are posting, liking and commenting on - it may give you a lead. To find it, go to a 1st level connection's profile and scroll just below the top box. If they have any activity, you’ll see it in “Posts & Activity.”

**Search your connection’s 1<sup>st</sup> level contacts** By going directly to one of your 1<sup>st</sup> level contact’s profiles you can search their contacts by various keywords. Go to the person’s profile and look in the top box, underneath contact info. These people are your 2<sup>nd</sup> level connections, and could be a great source of leads and other useful information.

### Now you can go on to some more advanced tools and features:

- “like” or “follow” company pages of target organisations
- signal to employers that you are available. Click “Jobs”, then “Career Interests” and “Let recruiters know you are open” button to “On.” You can also set up preferences so that you appear in more recruiter searches.
- have a look around the jobs pages to see what is out there.
- post **status updates and share information**
- why not try out the “career advice hub” feature available on your Dashboard in your “View Profile” screen.



Anything that is worth doing takes time and with LinkedIn this doesn’t mean spending hours on the site just a few times a week. Once you have set yourself up, you can expect regular LinkedIn e-mails and requests to link up.

### If you need more help then try these:

- come to one of our LinkedIn webinars or workshops in the Career and Employability Services workshop programme: [www.brad.ac.uk/careers/services/workshops/](http://www.brad.ac.uk/careers/services/workshops/) or the specific MBA webinars (see Canvas.)
- a quick video on profile building with Sabrina Woods, Career Coach [Profile Tips Video - Harvard](#) (10 mins) and Hannah Morgan has some great tips on her site: [Career Sherpa](#)
- one of our Careers Consultants could help you build your profile: [www.brad.ac.uk/careers/services/appts/](http://www.brad.ac.uk/careers/services/appts/)
- see the LinkedIn help centre by clicking the “Me” on the top banner of your LinkedIn page and then click on “Help Centre” or see [www.linkedin.com/help/linkedin](http://www.linkedin.com/help/linkedin) and their blogs: <https://blog.linkedin.com/>
- videos and presentations to help you get started at <https://students.linkedin.com/uk>

.... and don’t forget to keep your profile updated.

**Go on, get linking!**

LinkedIn, Hermione Berry, Career Consultant May 2019