

Maximising Your LinkedIn Account

Hints & Tips to improve your profile



Fikrah
HR

Pay as you go HR

If you are interested to have your personal Linked In Profile reviewed please contact us for a confidential review with tailor made advice and recommendations.



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Email: sarah@fikrahr.com



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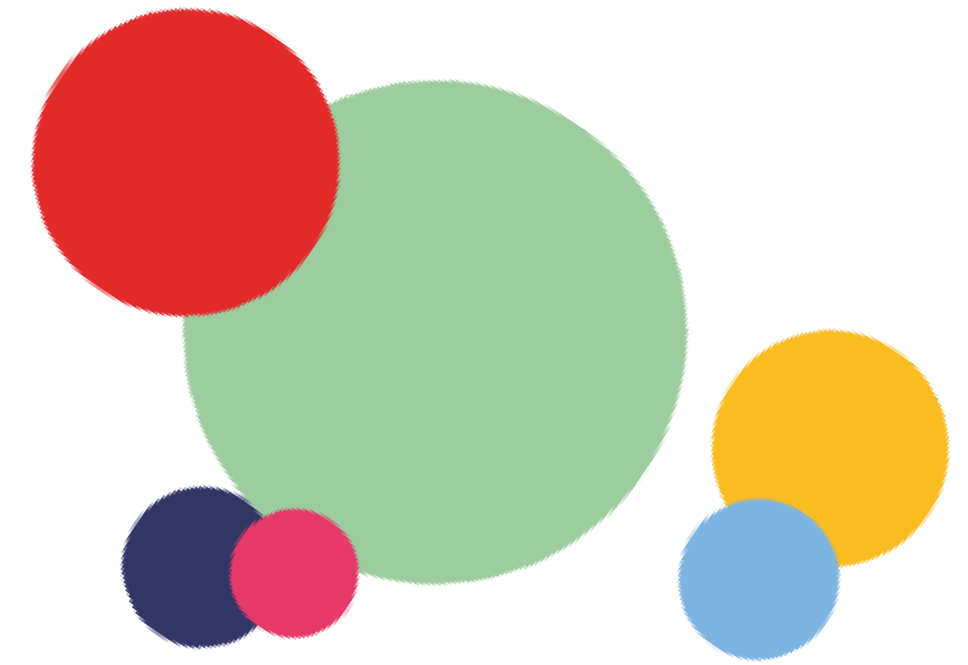


Pay as you go HR

What will be covered:

- Banners & Profile Photos: do's & don'ts, best use of
- Your Name & Headline
- Your Summary & Work Experience
- Validation Section
- Skills, Endorsements
- Recommendations

- Education & Qualifications
- The "Overlooked sections":
 - Accomplishments,
 - Volunteering
 - Interests
 - Featured & Activity



LinkedIn - A few numbers to start:

LinkedIn was started in 2003 which means it's only been around and in use for 20 years.
LinkedIn is available in 200 countries across the globe.

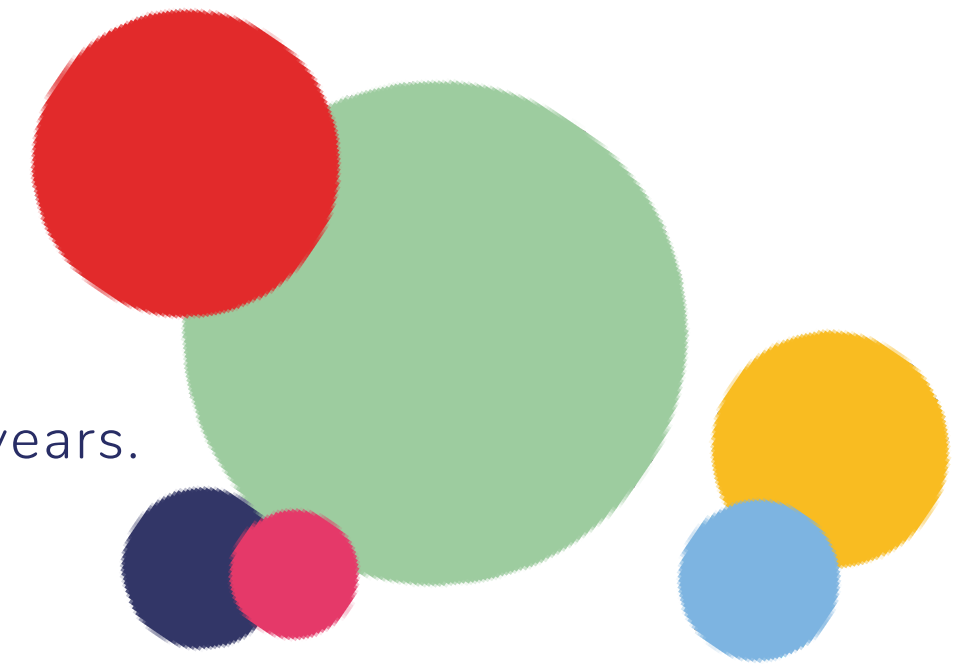
On average there are 2 new member profiles created every second!

It is currently one of the most used recruitment sources

Probably the single most trusted Professional Profile sites on the internet.

There are currently:

- over 722 million personal profiles
- over 55 million company pages
- over 36,000 skills listed
- over 280 Billion content posts every year



Your Banner & Profile Photo:

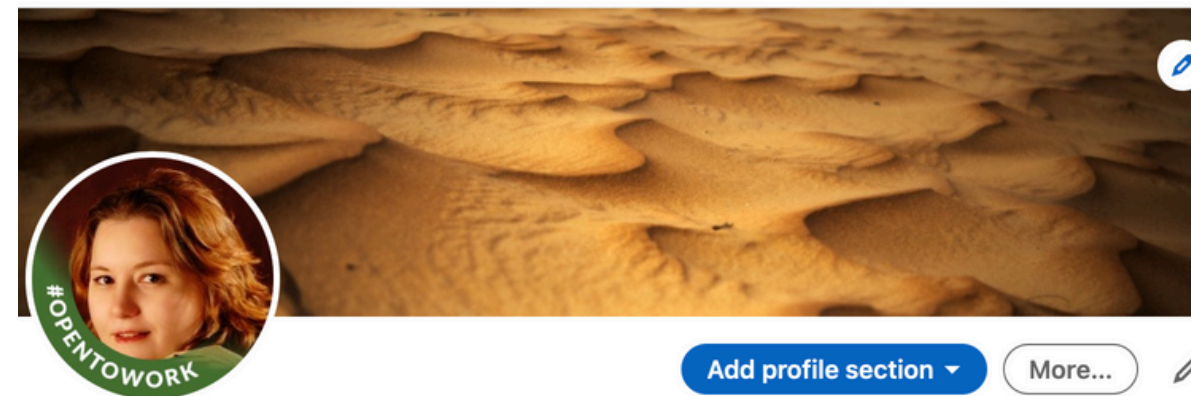
These are two of the first elements a connection will see of your profile, make sure they are good ones! These sell you visually, as a human, as a new hire, as a new colleague, a new connection or a new service provider .



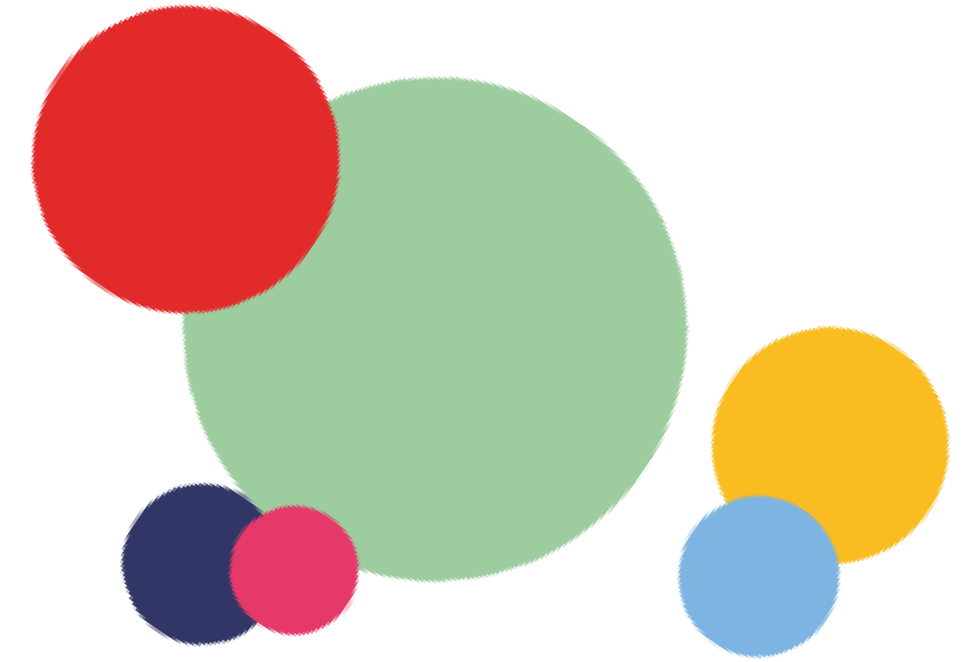
If you have a photo you will receive:

- 9 x more connection requests
- 21 x more profile views
- 36 x more messages

A photo immediately creates trust.
People are put off if there is not photo or an icon/logo.

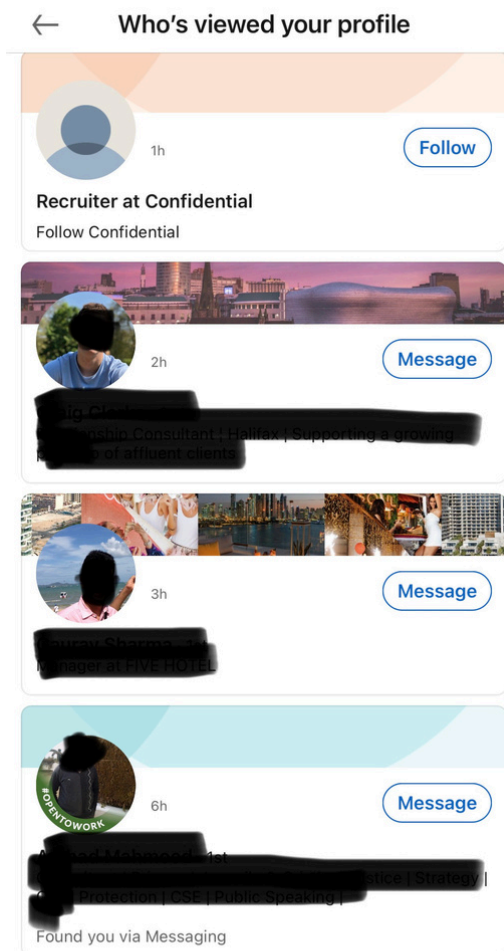


Profile Photo Pro Tips:



- The photo should allow the audience to connect with you, see your face & eyes looking towards them.
- Depending on your job and the type of work you do it should be in keeping with that image of professionalism,
- Any attire or pose should be 'suitable' for general public consumption and appropriate.

Linked In Banner Pro Tips:



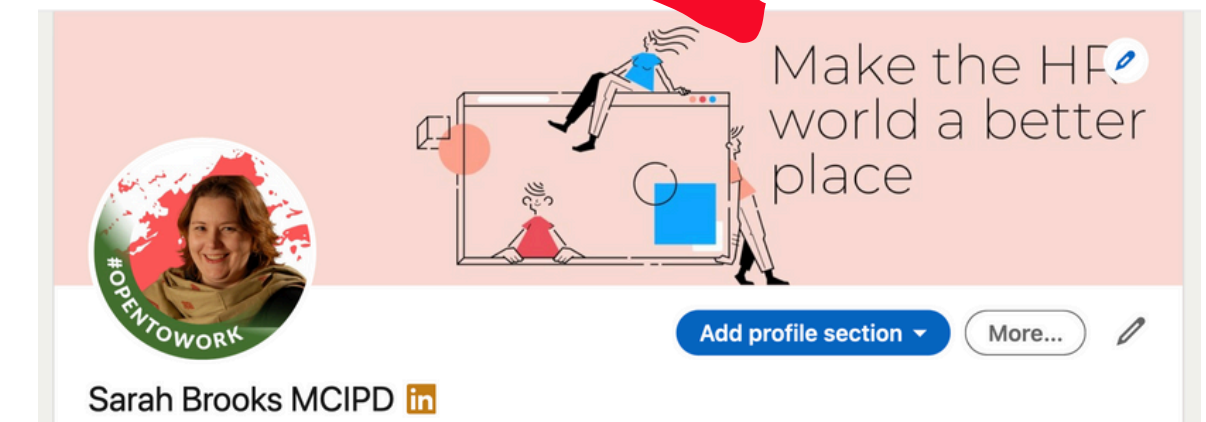
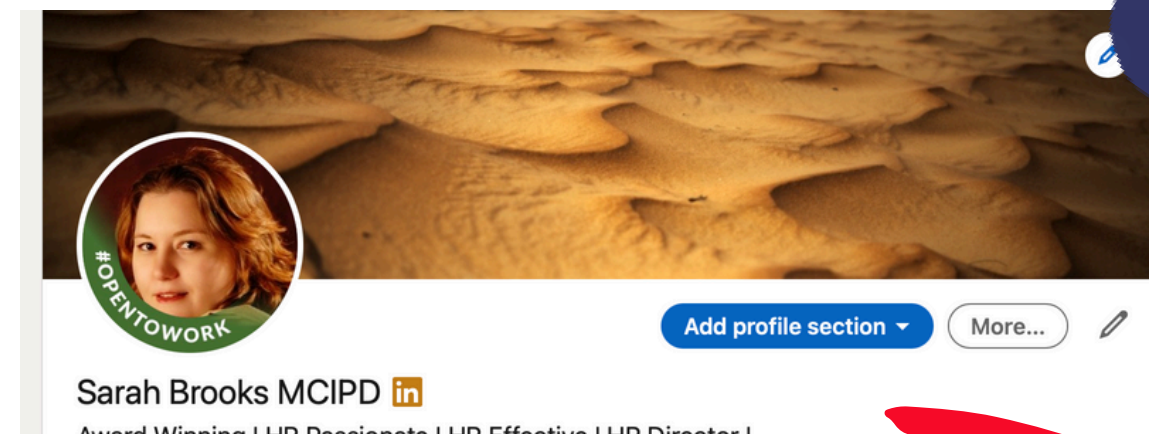
- Your banner can be an extension of your marketing tool i.e your profile, use it to sell to your customers.
- Banners are shown not only on the browser version but also on the app when you view "who viewed my profile"
- Use either a stock sourced photo or take one yourself to suit your needs.
- Any photo used should be appropriate.
- There are some great creators of bespoke Banners online if you are not able to find or create one;

How to change your LI Profile photo & Banner:

- From the LinkedIn Newsfeed page, click the drop down arrow under your profile pic in the top menu ribbon.
- Select View profile

The pencil in a circle icon indicates where you can edit items.
Click on each and follow the prompts

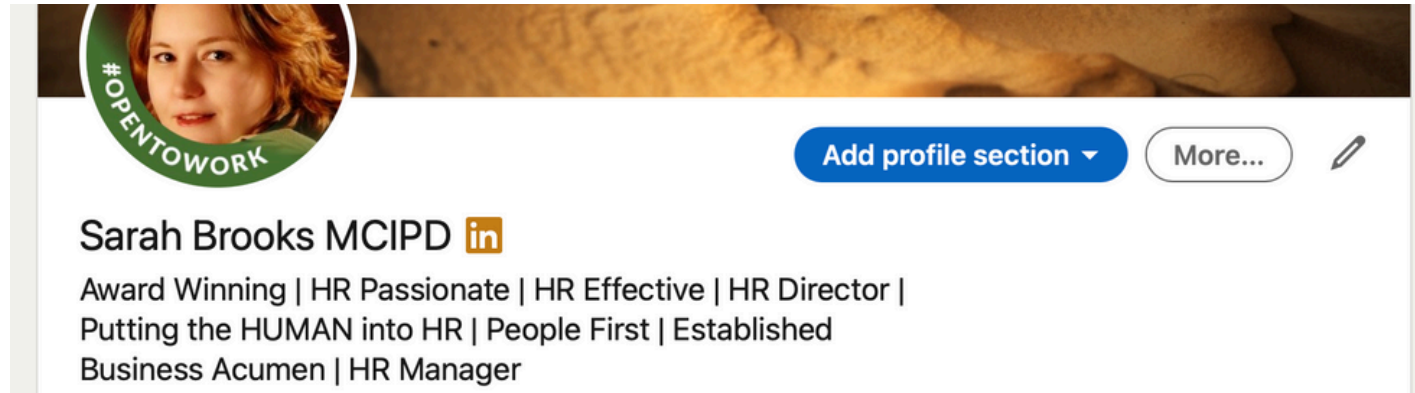
LinkedIn have added some new tools like filters and zoom so you can even adjust the photos chosen further once uploaded.



Name & Headline:

When recruiters search on LinkedIn they use a number of search variants;

- Your name - if they know it or an approximation of it,
- Your position or field of work,
- The company you work for,
- Your Location,
- Your Industry.



There are many LI profiles which use a variety of acronyms and emojis in their names which whilst the profiles are still searchable can often detract from the name of the person. Personally I keep mine simple and to the point.

This means that you need to make sure you are as searchable as possible and that you come up in searches for the right reasons!

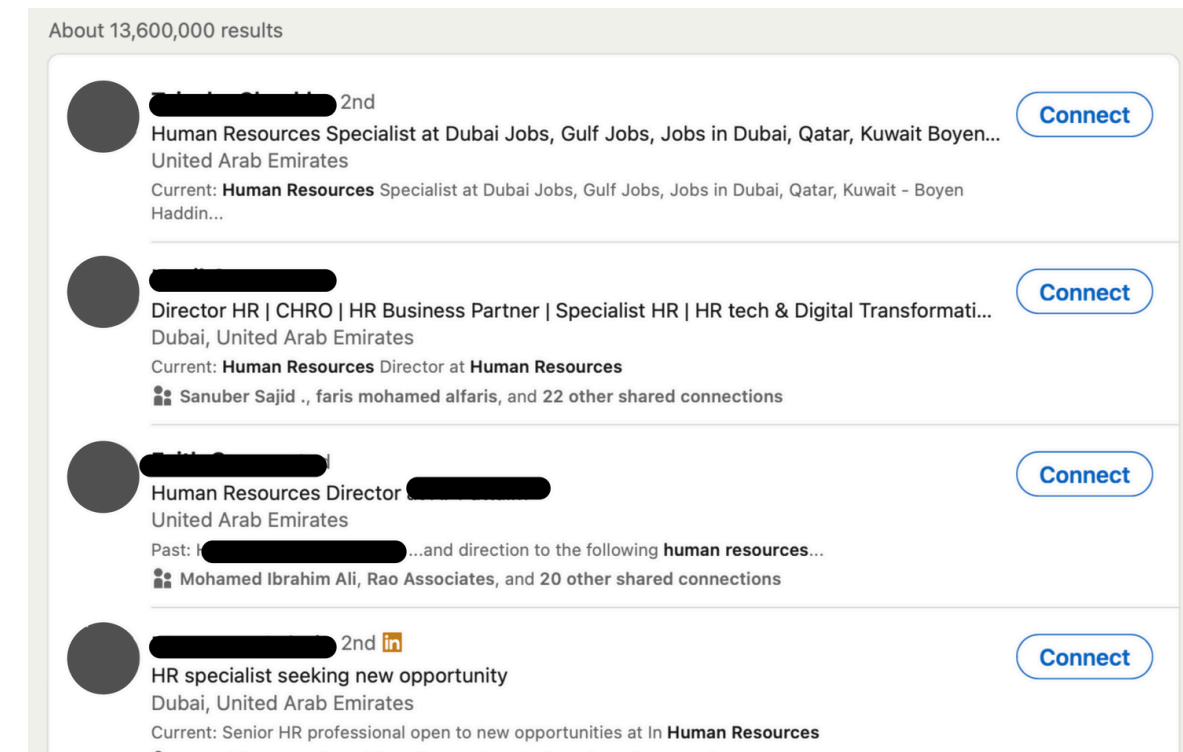


Tag Line:

This is one of the key areas used by LinkedIn when searches are performed to identify your profile amongst other profile elements.

This is what a recruiter sees, this is why your headline matters.

For this reason this needs to be about the job you have, have had or would like to have, this is your 3rd chance to sell yourself and hook a recruiter to look more at your profile.



Pro Headline Tip:

To get more characters (space) for your headline, log into your account on the LinkedIn app and amend it there. Its also easier to add special characters, emoji's or symbols.

Education, Location & Industry:

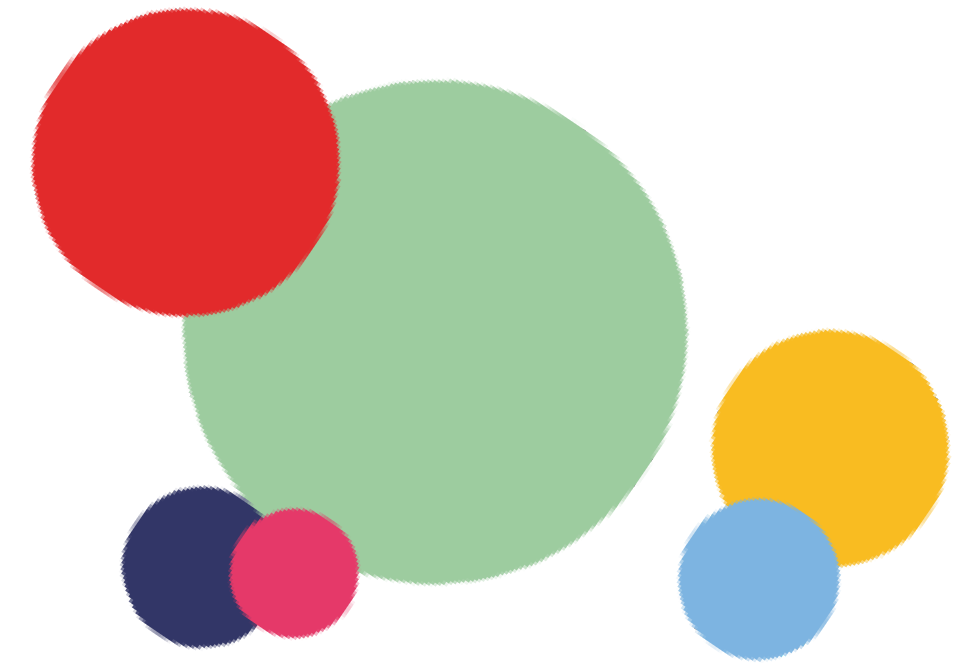
Profiles with the industry defined get 9x more views

Over 300,000 people search for profiles based on Industry.

After your headline comes a few other important option areas:

- Add current position - this will show in search results too, great if you're working.
- Show education - this quickly helps viewers understand if you have the qualifications they are looking for; you can select from the drop down what you want to show, this is pulled from your Education section.
- Location - important currently with travel and visa restrictions.
- Industry - this is super important, pick the one that best represents you and your experience not necessarily the one you work in.

LinkedIn uses this information to show you posts & jobs which it feels are relevant.

A screenshot of the LinkedIn profile settings page, specifically the 'Add current position' section. The page is framed by a dark vertical bar on the left and right. The main content area is white. At the top right, there is a blue link 'Add current position'. Below it, there is a green checkmark icon and the text 'Show education in my intro'. Underneath, there is a section titled 'Education' with a dropdown menu showing 'CIPD Qualifications'. To the right of this dropdown is a blue link 'Add new education'. Below the 'Education' section, there is a section titled 'Country/Region *' with a text input field containing 'United Arab Emirates'. Below that, there is a section titled 'Locations in this Country/Region' with an empty text input field. At the bottom, there is a section titled 'Industry *' with a dropdown menu showing 'Human Resources'.

Your Summary:

This is an area up for discussion, and depending on who you talk to depends on the opinion and none of them are wrong!

Safe to say it is a space you can use, free type, to showcase who you are and what you can do.

My Top Tips are:

- use 1st person language (I have not he/she has)
- make it interesting to read
- not overly lengthy
- full sentences
- use full terms then acronyms - dont assume understanding by the reader
- incorporate key words but dont make it a list and make sure it makes sense to read.
- highlight your work passions
- include aspirations for the future

Pro Top Tip

Use the section to sell your skill set as a product, define a pain point in the industry you work in and then how you can remove or correct that.

Remember you are in a buyers market!



Work Experience:

After your Headline this is probably the most important section of your whole profile.

According to LinkedIn Statistics, if your work experience section is completed fully you are likely to receive:

- 5 x more connection requests
- 8 x more profile views
- 10 x more messages



Top Tips:

- Make sure your most recent job is listed.
- No Ninjas - normalise job titles, if you have a very niche or trendy job title use the recognised equivalent.
- make sure you have the company logo displayed - when entering your work experience search on LI for the company page and use that company name to make sure the logo is displayed - not having a company logo can lead to mistrust of the information.
- there is no recruiter in the world who knows every single company - give a brief description of the company size, key business and details before your responsibility
- make sure to include your accomplishments and quantify them.
- its your choice how far back in time you go with your work experience, the farther back you go you might not want to give full details unless its relevant to your current job search

Validation Sections - input from Others:

There are a couple of sections where you can gather input from current and past colleagues, line manager, business leaders and other acquaintances on who you are and how you perform.

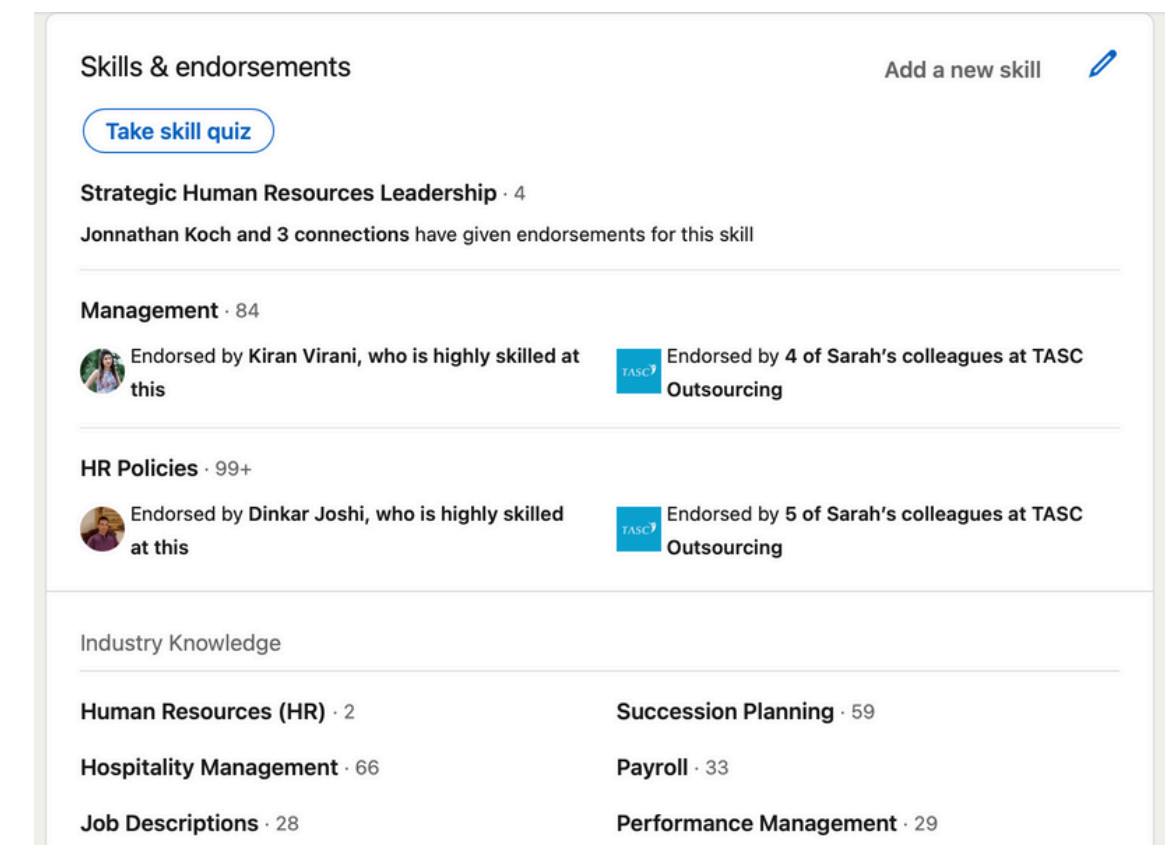
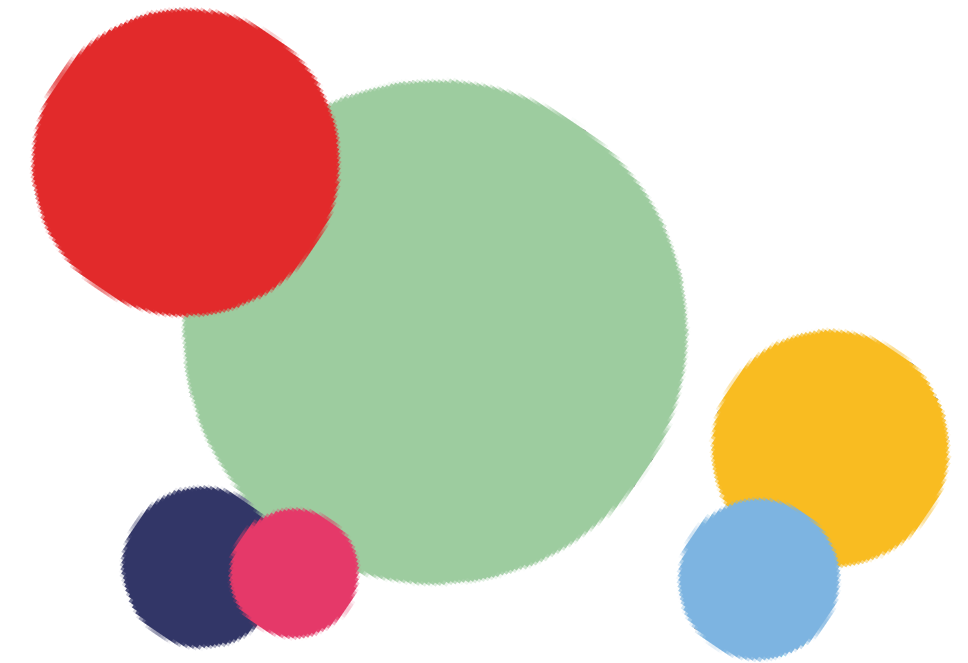
These are:

- Skills & Endorsements
- Recommendations

I recommend viewing all skills you have associated with your profile, remove any duplications and consolidate others where possible.

You can chose which skills you want to show on your profile, these can be key phrases or words but they must be valid skills that you have demonstrated in your work.

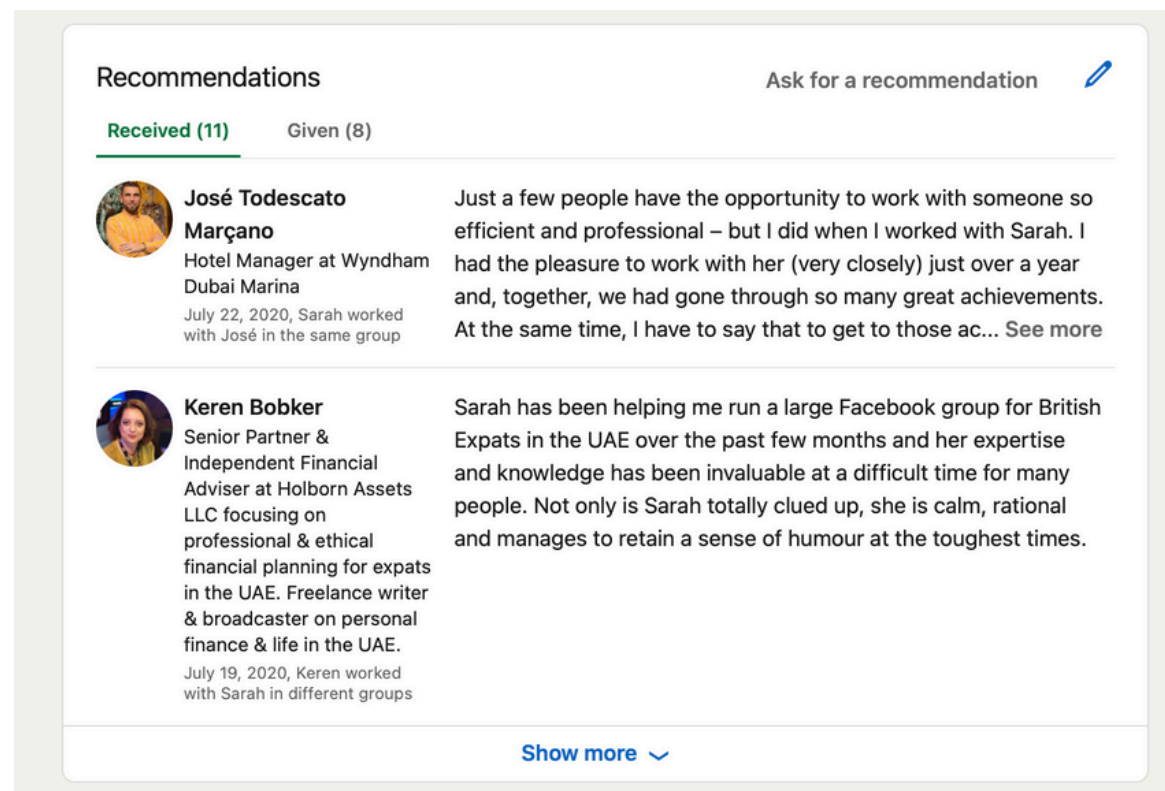
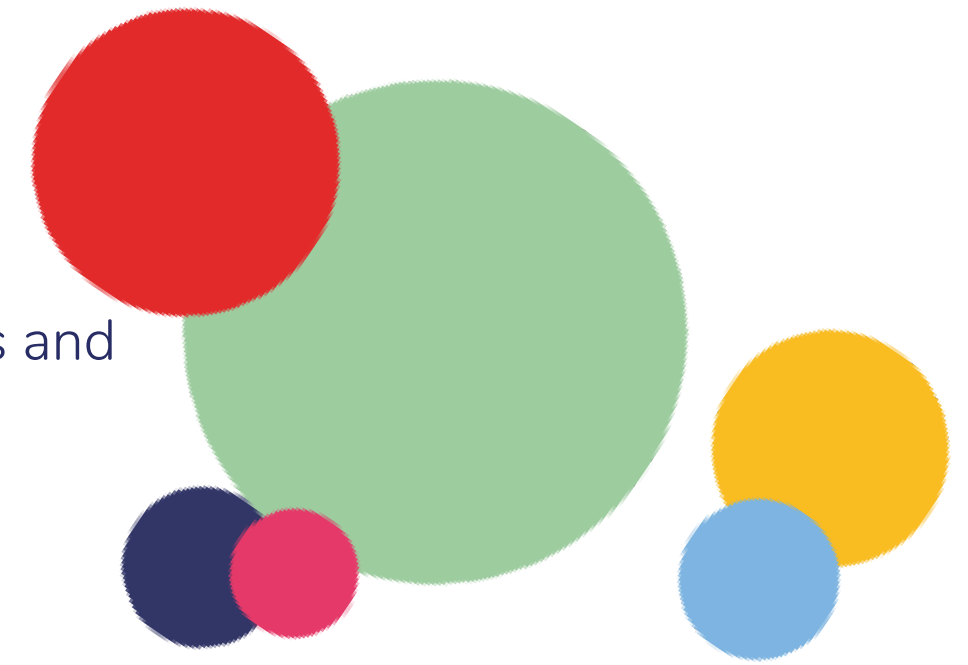
Profiles with 5 or more skills get 17 x more views.



The Recommendations Section:

This is where you can get your colleagues to shout about how brilliant you are in your work, getting recommendations helps validate your profile, your summary and your experience for potential recruiters and employers.

Its recommended that you give to receive (the same goes for the Skill endorsements), generally if you send someone a recommendation they will reciprocate.



You can chose which recommendations you want to show, you can hide any that are not true or appropriate, you are asked by LinkedIn if you want to accept or request a revision when you receive one







Before requesting a recommendation it is advisable to ask the person by message just out of courtesy but also to prime them. Try to request them from work colleagues across your experience, peers as well as hierarchical managers. You can include other professionals with whom maybe you display your particular skills in a non work environment.

Educations & Qualifications Section:

Depending on your position or specific work Educational certificates are also important as many recruiters require specific qualifications to even get past the basic CV screening.

The details you enter here will be the ones you can select from in your summary as mentioned earlier.

As with your employers, find the name of the educational institution which displays the logo, this validates the source of your education and qualifications.

Education		Licenses & certifications	
	CIPD Qualifications CIPD Level 7, Human Resources Management and Services 2011 – 2013		HR Data Analyst AIHR Academy to Innovate HR Issued Aug 2020 · No Expiration Date Credential ID AIHR-txq036scpl See credential
	Bournemouth University HND, Hotel, Catering, Institutional Management 1992 – 1995 Hotel Catering & Institutional Management		Statistics in HR AIHR Academy to Innovate HR Issued Aug 2020 · No Expiration Date Credential ID AIHR-vzco4j3pe4 See credential
	AIHR Academy to Innovate HR Human Resources 2020		Digital HR Strategy AIHR Academy to Innovate HR Issued Jun 2020 · No Expiration Date Credential ID AIHR-t9qileh5db See credential

The Overlooked Sections:

These sections are often overlooked and not utilised to their fullest.



Accomplishments Section

In this section you can put so much information and really sell yourself. Make sure its all honest and truthful (can be backed up with evidence!) and that its relevant to your work or profession - displays skills, competencies and behaviours.

A screenshot of the LinkedIn 'Accomplishments' section. The section is titled 'Accomplishments' and has a blue plus icon in the top right corner. Below the title, there are two main categories: 'Honors & Awards' with a count of 5, and 'Languages' with a count of 3. The 'Honors & Awards' category shows a list of awards, including '101 Top Global HR Mind in the Hotel Industry' and 'Best Employer Brand Awards Employer'. The 'Languages' category shows 'Arabic', 'English', and 'French'. A red circle is drawn around a dropdown menu that is open, showing a list of options: 'Publication', 'Patent', 'Course', 'Project', 'Honor and Award', 'Test Score', 'Language', and 'Organization'.

The Overlooked Sections cont:

Profiles with a completed voluntary section get 6 x more views

Volunteering Section

- Try to source the official company/entity name to ensure the logo is displayed
- Keep it relevant but this can be used to show any internships or voluntary work you have done over the years.



Volunteer experience



Trackside Formula 1 Flag Marshal

Yas Marina Circuit - The Meeting Place of Champions
Nov 2017 – Nov 2018 • 1 yr 1 mo

Provided communication via electronic flags and manual flag manipulation track side during the F1 seasons in 2017 and 2018. Also responsible for tele-communications with Race Control for on track violations and issues.



Volunteer Marshal

Automobile & Touring Club of the UAE (ATCUAE)
Feb 2019 – Present • 2 yrs

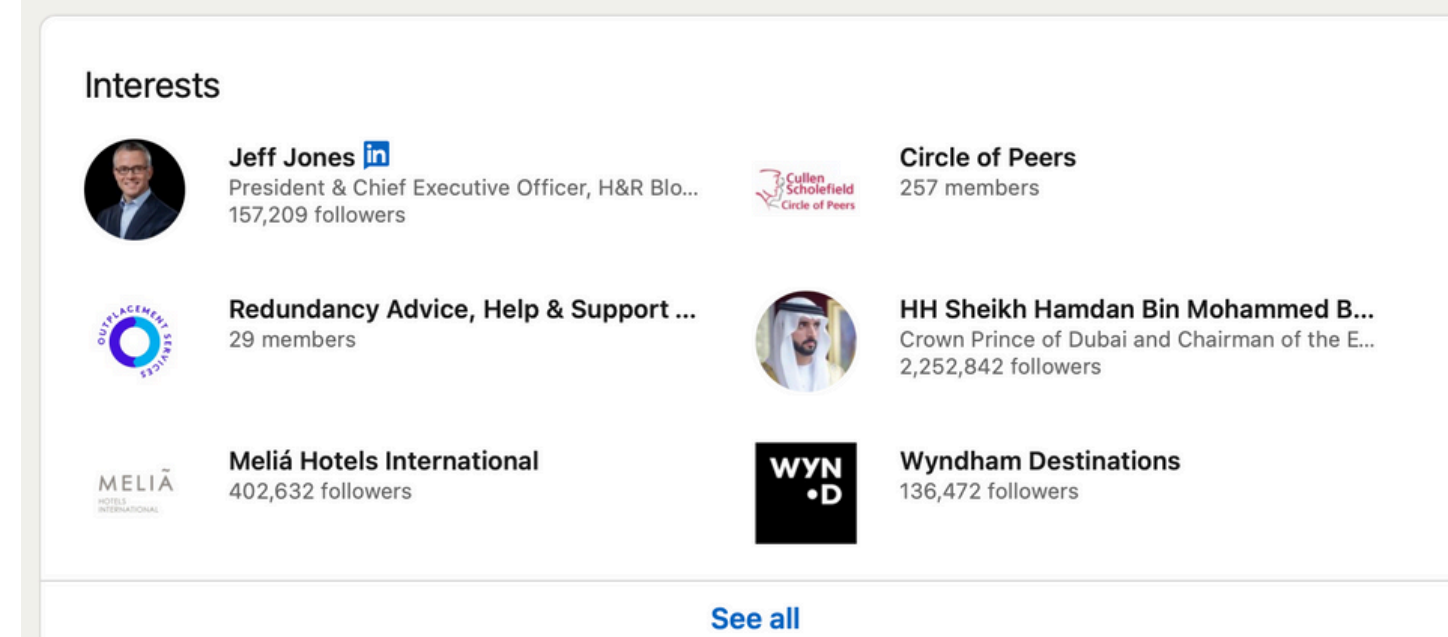
Volunteered as a Marshal for a number of events:

- Dubai International Baja - 2019 & 2020 (Cancelled due to Covid) - Route Marshal
- Abu Dhabi Desert Challenge - 2020 (Cancelled due to Covid) - Route Marshal

- Porsche World Tour 2019 UAE.

The Overlooked Sections cont:

Interests Section

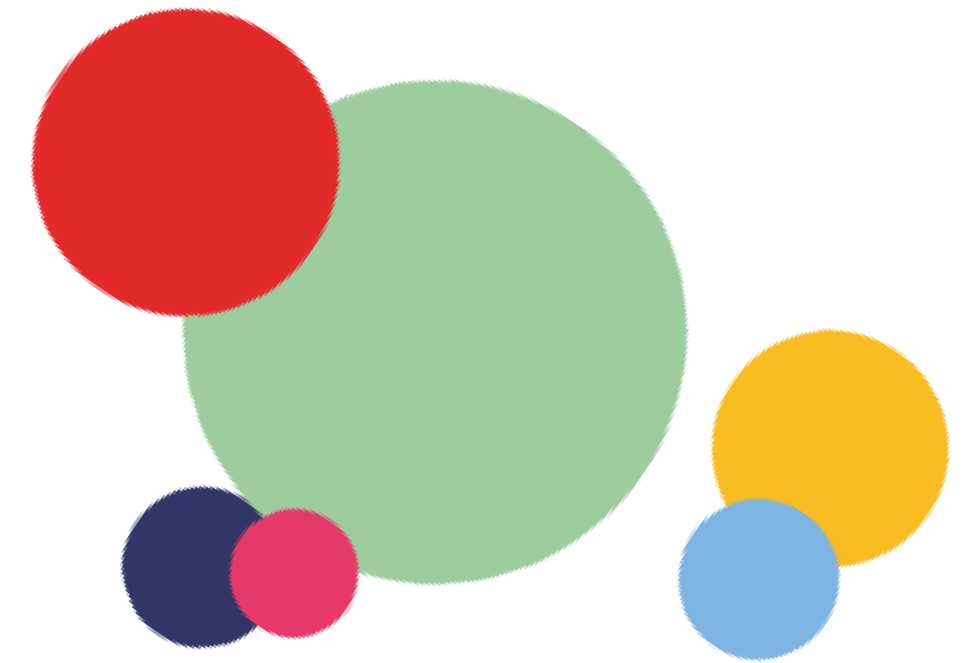


- These are primarily from companies which you 'follow', so if you go to a company page and follow them this is where that information shows up.
- If you are looking for work in a particular industry or company, or if you have applied to a particular company for a job it is well worth making sure you have followed them.
- Its worth visiting and editing this section from time to time to remove any irrelevant interests.

The Overlooked Sections cont:

Featured Section

- This is where you can upload documents, your CV, personality Profile, any presentations or work you have done, a chance to show colleagues & future employers what you have done and can do.
- Make sure the documents you share can legally be shared without breaching confidentiality laws. As always keep the documents relevant and original
- Be aware that anyone who views your profile can view these documents, they can save them as PDF and they can then use the contents.



Featured [See all](#) [<](#) [>](#) [+](#) [✎](#)

101 Top Global HR Mind in the Hotel Industry World HRD Congress 2019 & 2020

Professional Awards:

Best Employer Brand Awards Employer	World HRD Congress	2018 & 2019
Best Restaurant Employer UAE	Caterer Global	2011

Professional Qualifications:

CIPD Currently Studying	Advanced Diploma in Human Resources Development	2020
CIPD Level 7 Certificate		2014

Professional Achievements:

Recruitment & Onboarding

- Overhauled the Recruitment Policy and process to meet the business growth demands, whilst retaining quality and skills, reducing Recruitment costs by 150,000AED in 6 months.
- Pre-Opening Recruitment meeting with project deadlines utilising various interviewing and selection methods to ensure the most suitable candidate are selected reducing the number of failed probation periods to 1:50 hires.

Strategic Financial Management:

- Linked to the current Covid 19 situation where crisis management, timeliness and action were critical:
 - Devised a ground-breaking pay per shift scheme within 1-week to support the profitability of the Deliveroo enabled Home Delivery project, generating revenue in excess of 10,000AED per week.
 - Critically analysed manpower budget for the short to medium term to identify and consolidate compensation & benefit savings of 2.8mAED. Application of savings effective within 1 month.
- Analysed Medical Insurance Loss Ratio report to propose cost effective and manageable solutions for cost reductions on the Policy renewal saving in excess of 2mAED annually

Colleague Engagement & Experience:

- Achieved an Associate Engagement Score of 4.6 out of 5 (Gallup), highest in the MEA region for the Group through improvements to Colleague Accommodation & Catering, Colleague Community Activities & Social events and the Colleague Life Cycle meaning that the average staff length of service was in excess of 2 years reducing Recruitment costs.
- Reduced total Annual Staff Turnover from in excess of 100% to 19% within 3 years. Trip advisor scores were improved exponentially, occupancy increased ultimately supporting the hotels revenue targets for the year to achieve budget with an average annual occupancy of 98%.

Sarah B CV Dec 2020.pdf

what I've done and what I can do for you!

I AM Sarah Brooks.pdf

This is me!

Seymour - my fr

Sarah Brooks MCIP

Back in October

expensive apartn

12 • 9 c

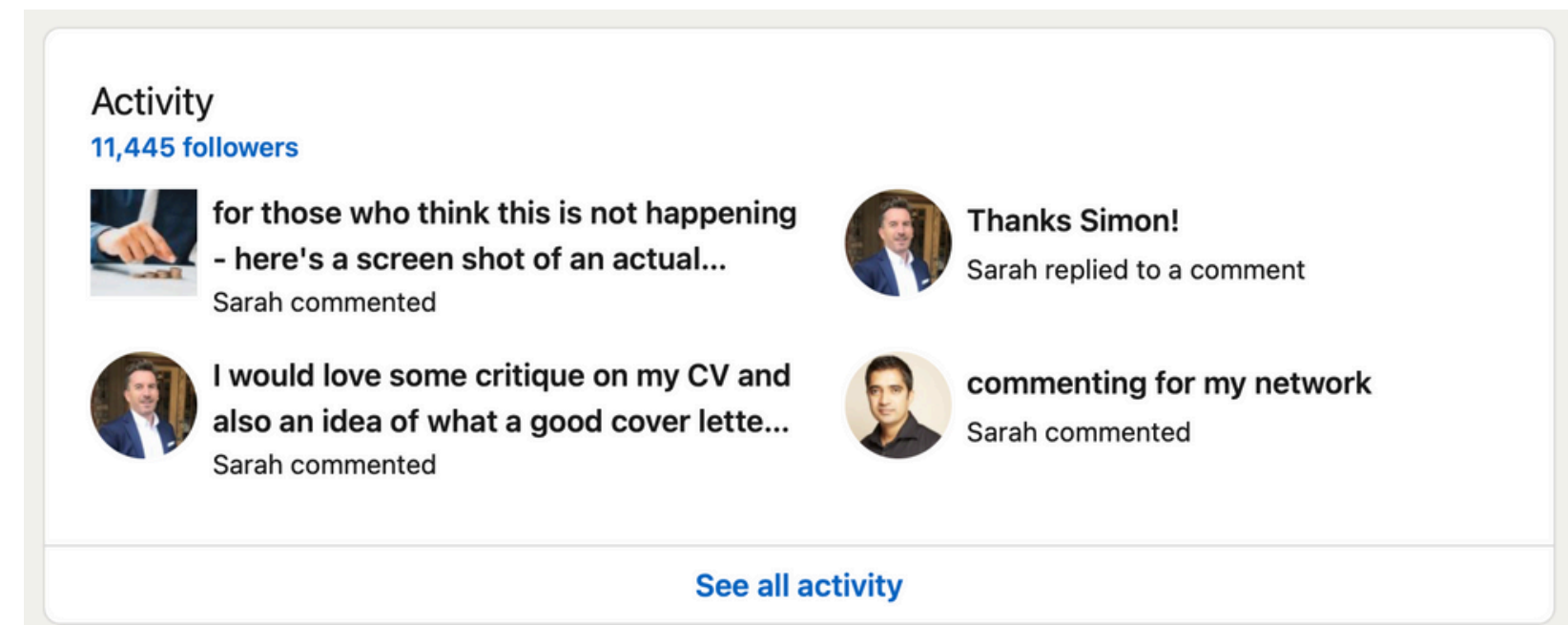
Activity Section:

This section is important as it shows a snapshot of your LinkedIn interactions with other people's posts and content over the past 90 days.

It will show what you have liked, shared or commented on and anyone who is interested can click on that to see what actually you wrote!



It's worth to make sure that you spend time performing all three actions - commenting on, 'liking or emoting' and sharing other people's content. Not only can viewers investigate what you said/shared but with whom you are connecting.



This gives people a real time chance to see your communication, your point of view on subjects and somewhat your competency in certain situations. It's well worth being very mindful of what you write and how!

Bonus Tips!



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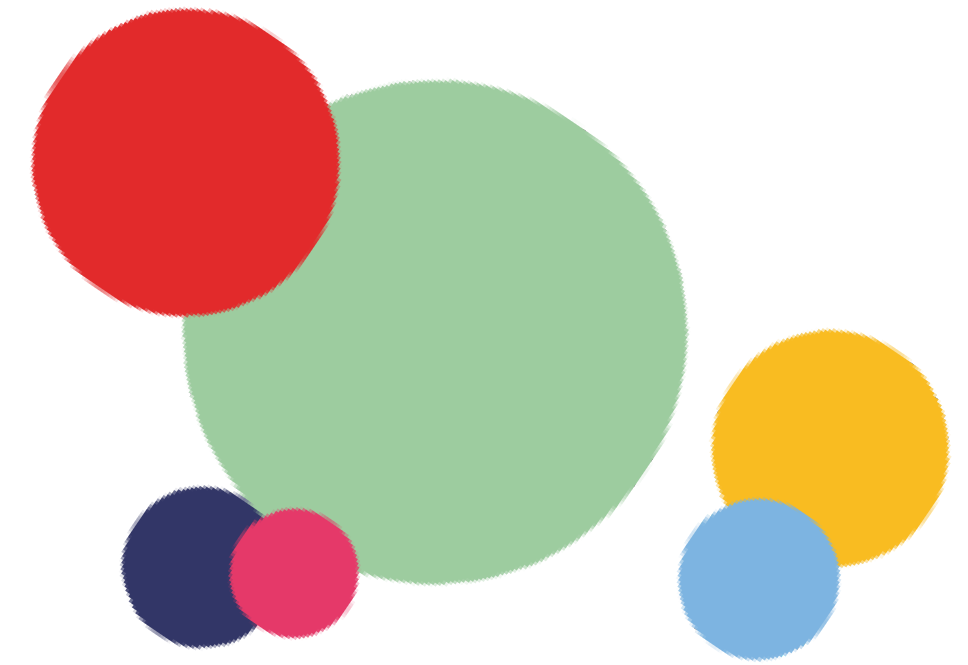


How to create a Profile photo from one of your own pictures :

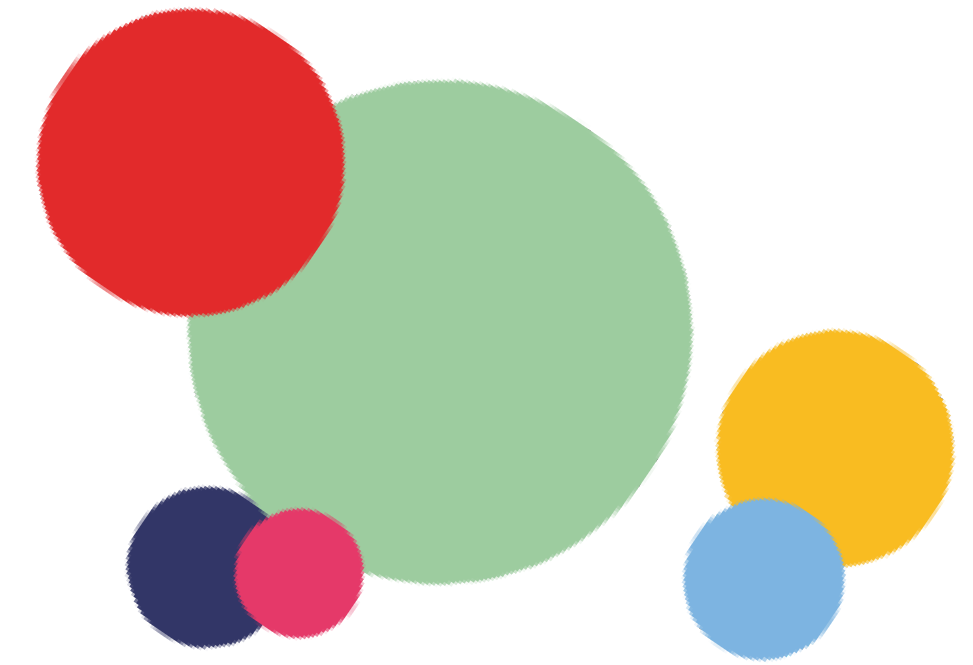
Step 1:

Choose a great recent photograph of yourself:

- pick one where you are well presented,
- smiling,
- looking at the camera,
- dont worry about the background or context,
- as long as you look good head & shoulders with professional clothing,
- we can fix the rest!

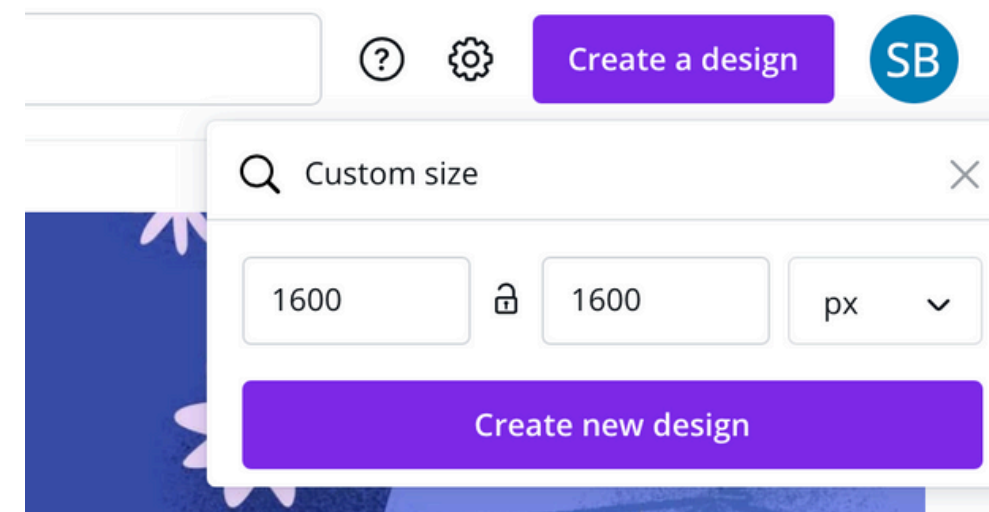


How to create a Profile photo from one of your own pictures :



Step 2 :

- Set yourself up with a free Canva.com account.
- Click on create design in top right corner, select custom size and enter 1600 x 1600 pixels. (LI pics are usually set at 1400px but this size gives you chance to position and zoom the photo if needed).
- on the left hand menu select Uploads, click on 'upload media' and find the image to upload. Once added to the Canva library click on your image to add it to your page.
- on the left hand menu select Uploads, click on 'upload media' and find the image to upload. Once added to the Canva library click on your image to add it to your page.

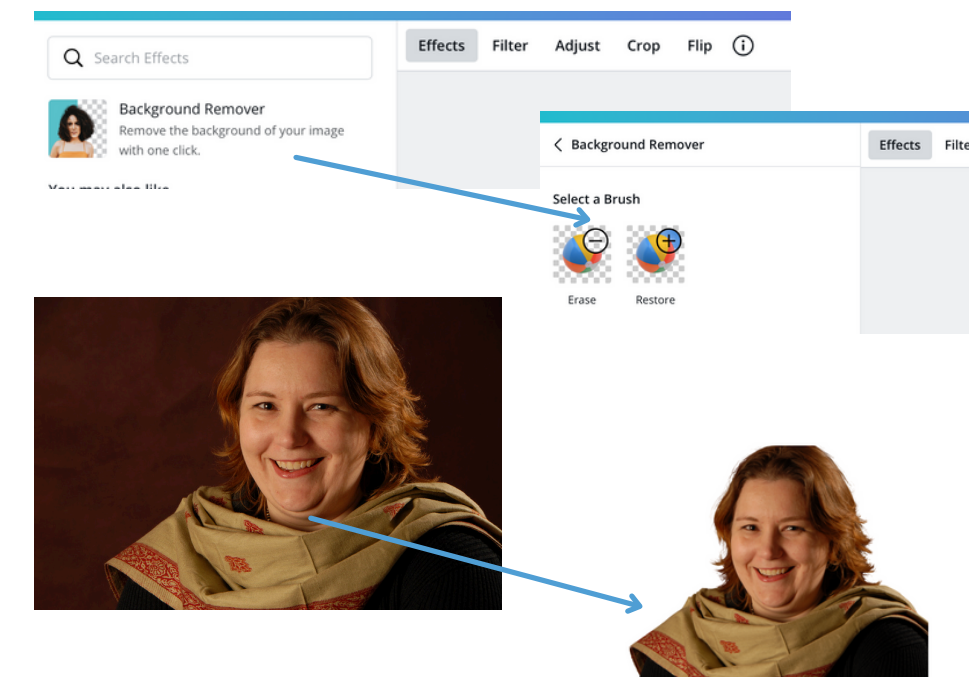


How to create a Profile photo from one of your own pictures :

Step 2 cont:

If your photo has a background that needs changing:

- Select your photo on the canvas,
- then on the top white ribbon menu select effects,
- In effects select the 'background remover'
- when you select this the site will remove the background from your photo hopefully just leaving your face/head & shoulders.

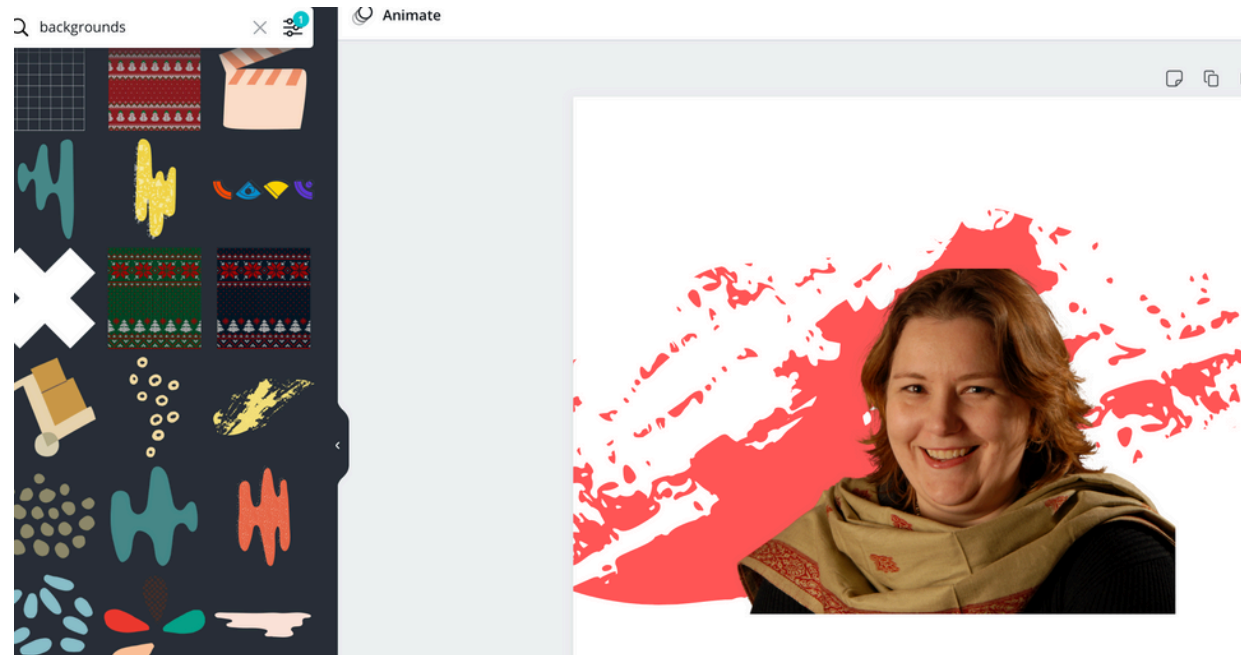


How to create a Profile photo from one of your own pictures :

Step 2 cont:

Now you need a good background there are two options:

1. Create your own - this can be done by taking a picture yourself or 'drawing' one. Follow the media upload process mentioned above
2. Use a Canva preset option and adjust as needed.



If you choose to use one from Canva, its super simple; either select from the background option or go to 'elements' again and type in the search function 'backgrounds', use the filter to select free options and then chose the one you want.

Step 3:

Once you have finalised your background you can download it, use the highest quality possible and then upload it to your LI profile.



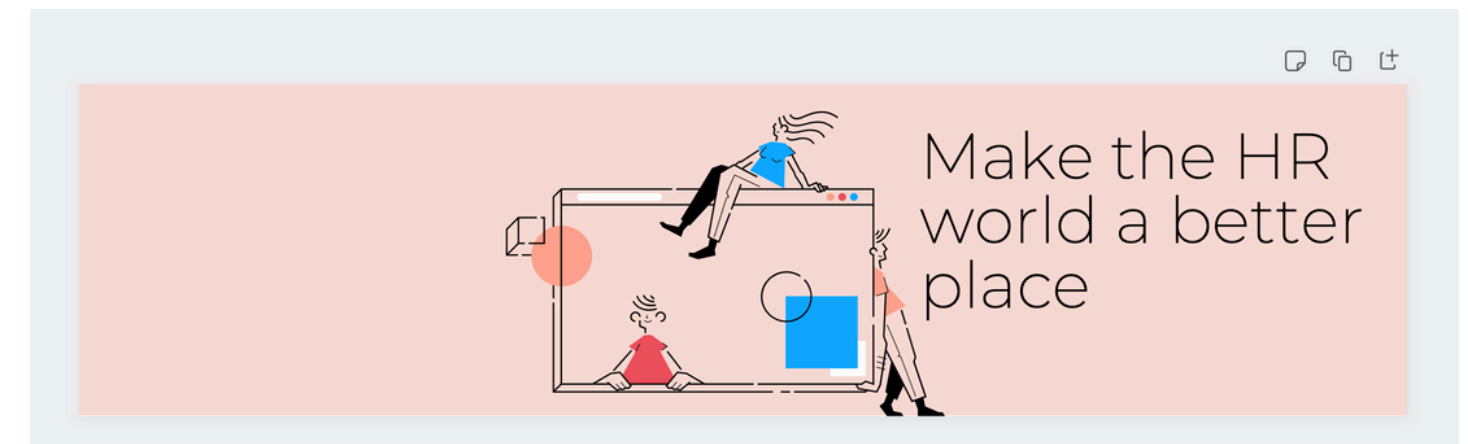
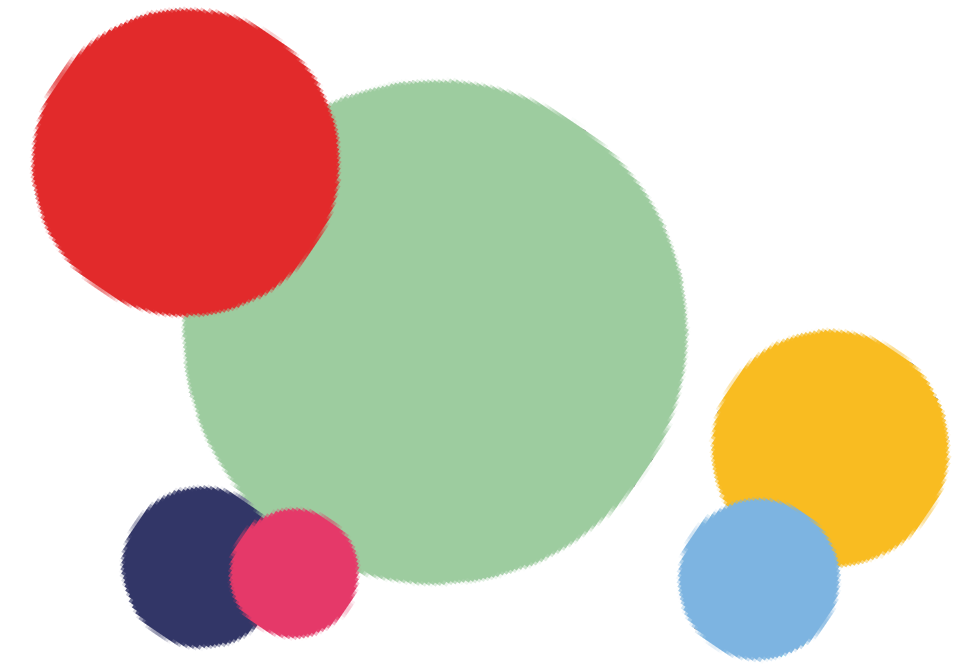
How to create a banner yourself :

Follow the basic steps below to see how:

- Set yourself up with a free Canva.com account.
- Click on 'create design' in top right corner, select LinkedIn Banner and it automatically gives you the correct dimensions.
- You can either upload your own photo or design elements or use those that Canva Provide.
- Use either the 'elements' or 'backgrounds' menu options and select your preferred option.
- When finished download the picture and select the highest quality possible.

Remember to:

- design your banner so it isn't covered by your profile photo
- that has elements related to you or your profession
- spell check any wording
- make sure any contact details are correct



Highlight your profile :

If you are currently unemployed the challenge of finding work is massive in today's recruitment market place.

Hopefully utilising the tips shared so far will help your LinkedIn profile stand out from the crowd.



Open to Work; the green circle!

According to LinkedIn although they don't have specific numbers, they do state that those who have the banner have received more Job Offers, higher numbers of InMail approaches for work than those without it. Every little helps!

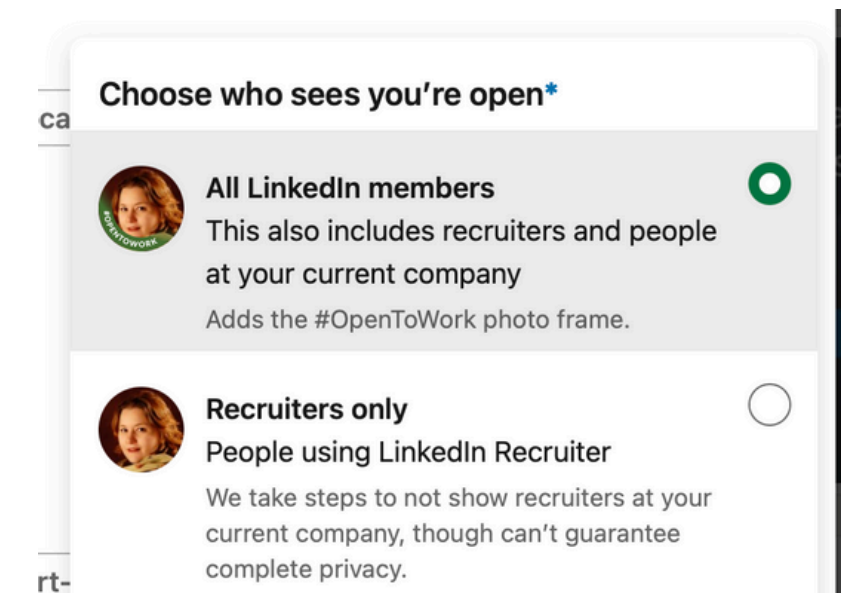
Open to work

This is accessed at the beginning of your profile, under your headline.

You can choose who sees it and which types of positions you are open to.

You can add multiple job titles, specify locations and work types.

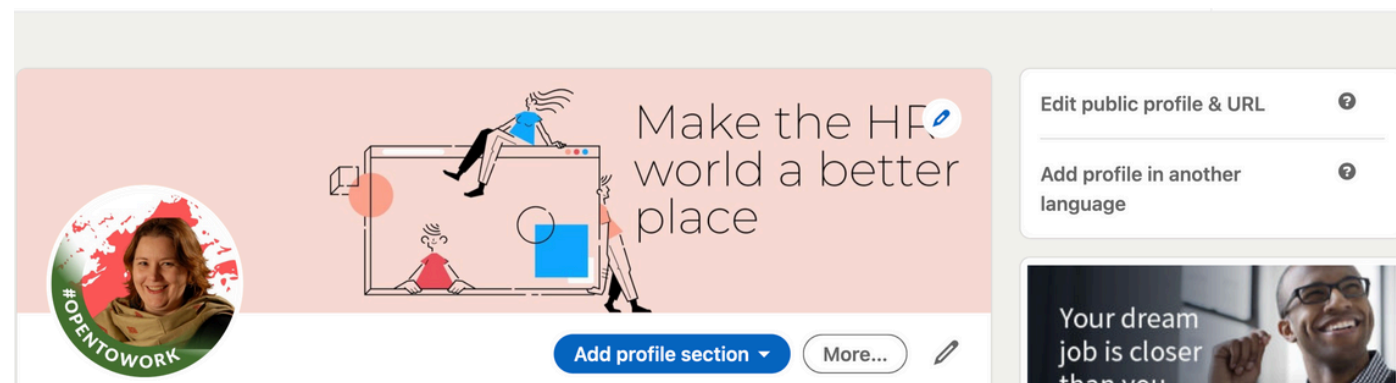
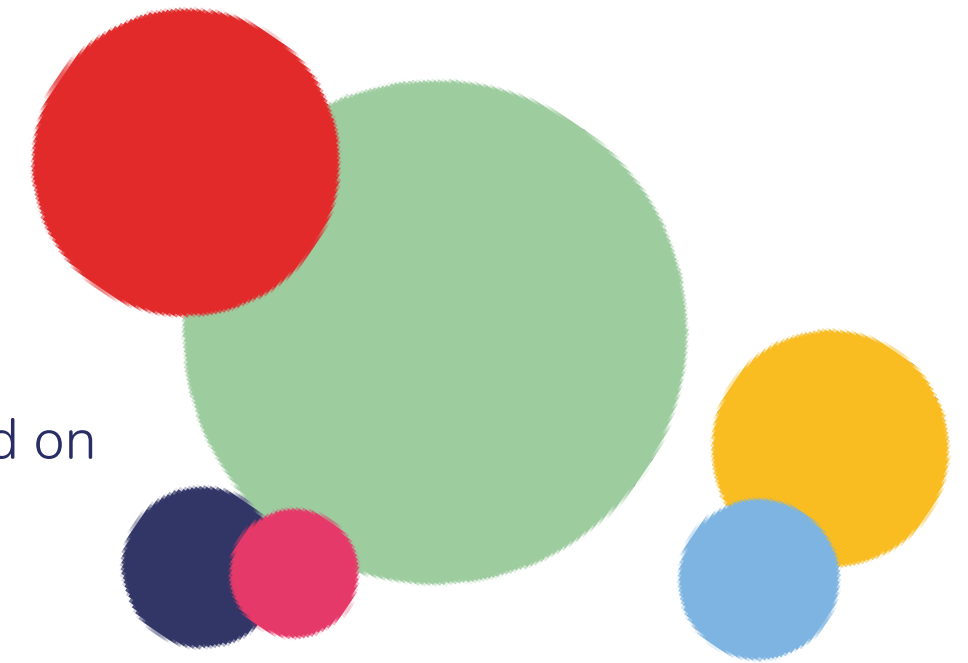
This is also a filter option when using the recruiters tool which allows them to narrow the field!



Make your profile unique & easy to find:

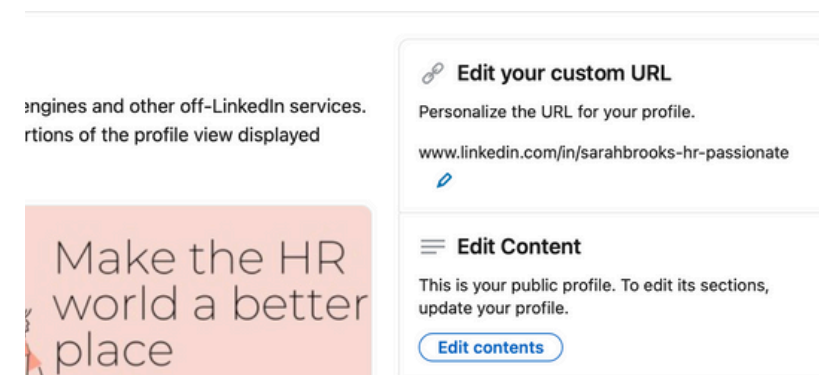
Customise your LinkedIn URL.

LinkedIn automatically assigns a numeric URL to each profile, which if you want to find someone based on that is quite hard to do and to remember. You can change this!



How to change your URL:

Go to View your profile, in the top right hand side there is a box with "edit public profile &URL" link. click on it. This will open another LI page and gives you access to your public (whats seen outside of LI) profile and your URL (again in top right of the page)



Here!

Think about what you want to use, make it unique but user friendly and relevant to you!


Linked In gets vocal:

There's two places in LinkedIn which you can use your voice to connect with people, neither of which are greatly used at present.

The first is on your profile. Its the 'pronunciation' tool.

Currently only available to set up via the mobile app its a useful little 30 secs. The recording can be heard on the desktop site and the app. It can be used to record anything....it doesnt have to be your name. Put together a quick elevator pitch and there you go or alternatively use it to help people pronounce your name as LI intended....

The second place is on the LI messenger. It works the same way as FB Messenger and allows you to record a short 1 minute verbal message to send to someone. Its easy to ignore the written word but maybe more difficult to ignore the spoken word. It also allows you to personalise the message and convey your profile & personality starting to build a relationship.



First Name *

Sarah

Last Name

Brooks M

+ Record name pronunciation

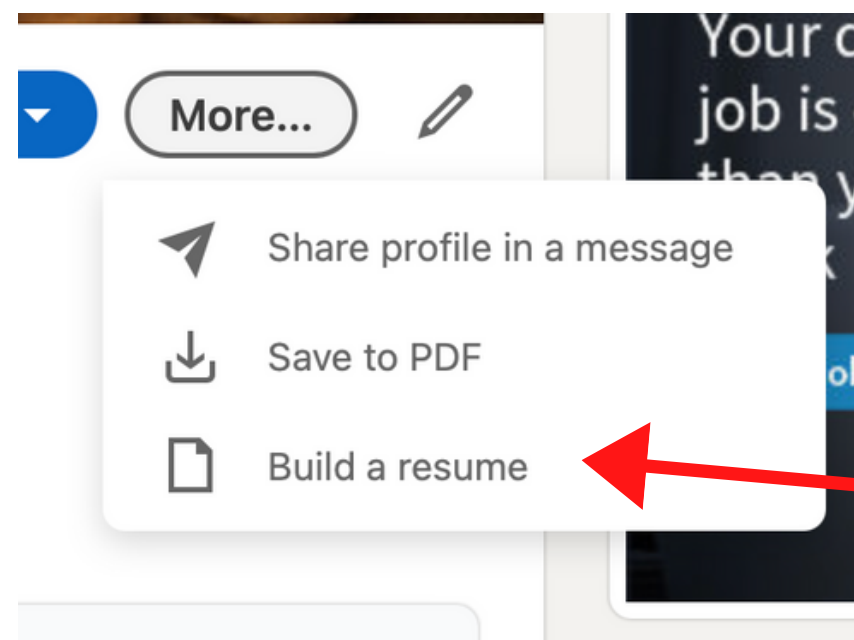
Name pronunciation can only be added using our mobile app.

Linked In Resume Builder:

LinkedIn offers to build you a resume and here's why that is a super useful tool.

There is a huge amount of untapped data being stored and its accessible to you, LI even give you the tools to find it and use it, if you know where to look and how.

LinkedIn has over 36,000 skills and key words stored in its database....all collated from companies and people posting jobs and defining job descriptions.



How to do it?

- From your main Profile page,
- click on More
- then select "Build a resume"

You then are presented with two options, create from profile or Upload resume.

- The first uses the information on your profile to build an ATS compliant resume, which is editable.
- The second allows you to upload your existing resume and check it against the LI ATS system and resume builder set up.

Linked In Resume Builder cont. :

The LI Resume Builder is set up against the most well used and known ATS systems.

If you select Upload resume, please follow the prompts through until you see your resume. There is a key section on both options which I will come to shortly.

If you select Create from Profile, a new page opens and you will be asked to enter a job title.

Type or select a title of a job you are or have applied to or the nearest one from the LI suggestions.

You can do this multiple times!



Select a resume

Get insights for formatting issues, keywords, and more.

Supported upload formats: 5MB max in .DOC, .DOCX, or .PDF

Resume-Sarah-Brooks-MCIPD

Edited on January 17, 2021, 9:47 PM

...

Resume-Sarah-Brooks-MCIPD

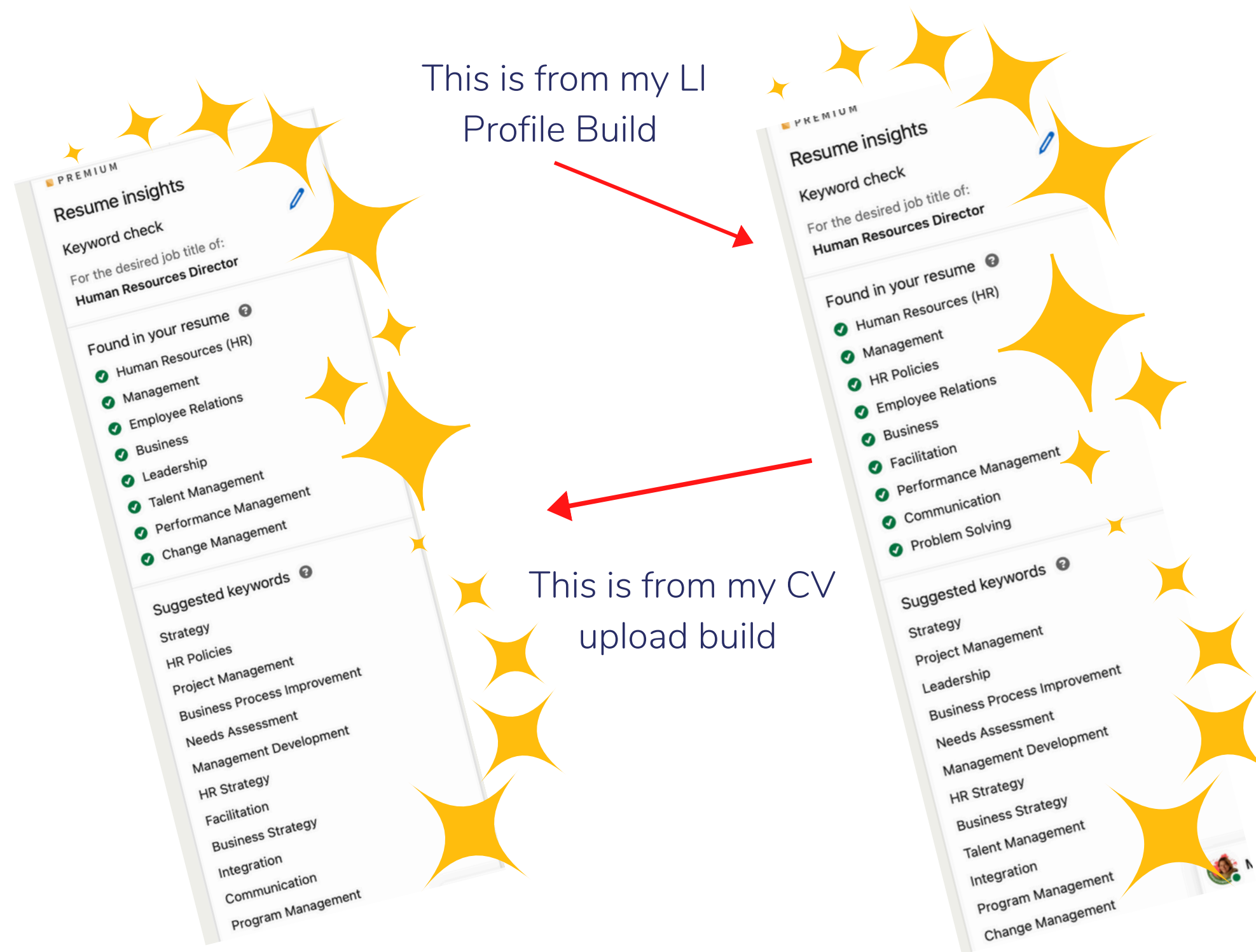
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Create from profile

Upload resume

Linked In Resume Builder cont. :



Spot the difference & the useful key word information!

On the right hand side of the screen you will see "Resume Insights"

If you are a Premium LI Member you will get a complete list of Suggested keywords, if you are not one you will still get a list of some words with some hidden.

Linked In Resume Builder cont. :

The Top Skills required are defined by the recruiter in job postings, LI matches these to the skills on your LI Profile.

This is a really good place to get skills info to elevate your applications

This means that your CV will more than likely have all the necessary key words to help it beat the ATS and stand out from the other 100+ applicants.

If you repeat this process for a number of variants of the job you are looking for or even on a case by case basis when applying for jobs, you can copy the list of suggested key words paste them into a word document and systematically incorporate them into your CV and LI profile.

Another source of useful information on how your LI profile stacks up is with the candidate feedback, again this is a premium feature but it can help you stand out.



PREMIUM

Competitive intelligence about other applicants

Applicants for this job

833 Applicants

23 Applicants in the past day

Remember to update your profile with the most relevant skills and experience to maximize your chances of getting this job

Top skills

You have 10 out of 10 top skills among all other applicants

Human Resources (HR)

Management

Performance Management

Training

Employee Engagement

Recruiting

Employee Relations

Team Management

Leadership

HR Policies

Linked In Premium:

Linked In Premium is a monthly paid service which does have some great benefits:

Your profile is distinguished from others by a little gold LI logo, this shows on your profile, in searches and on your applications.

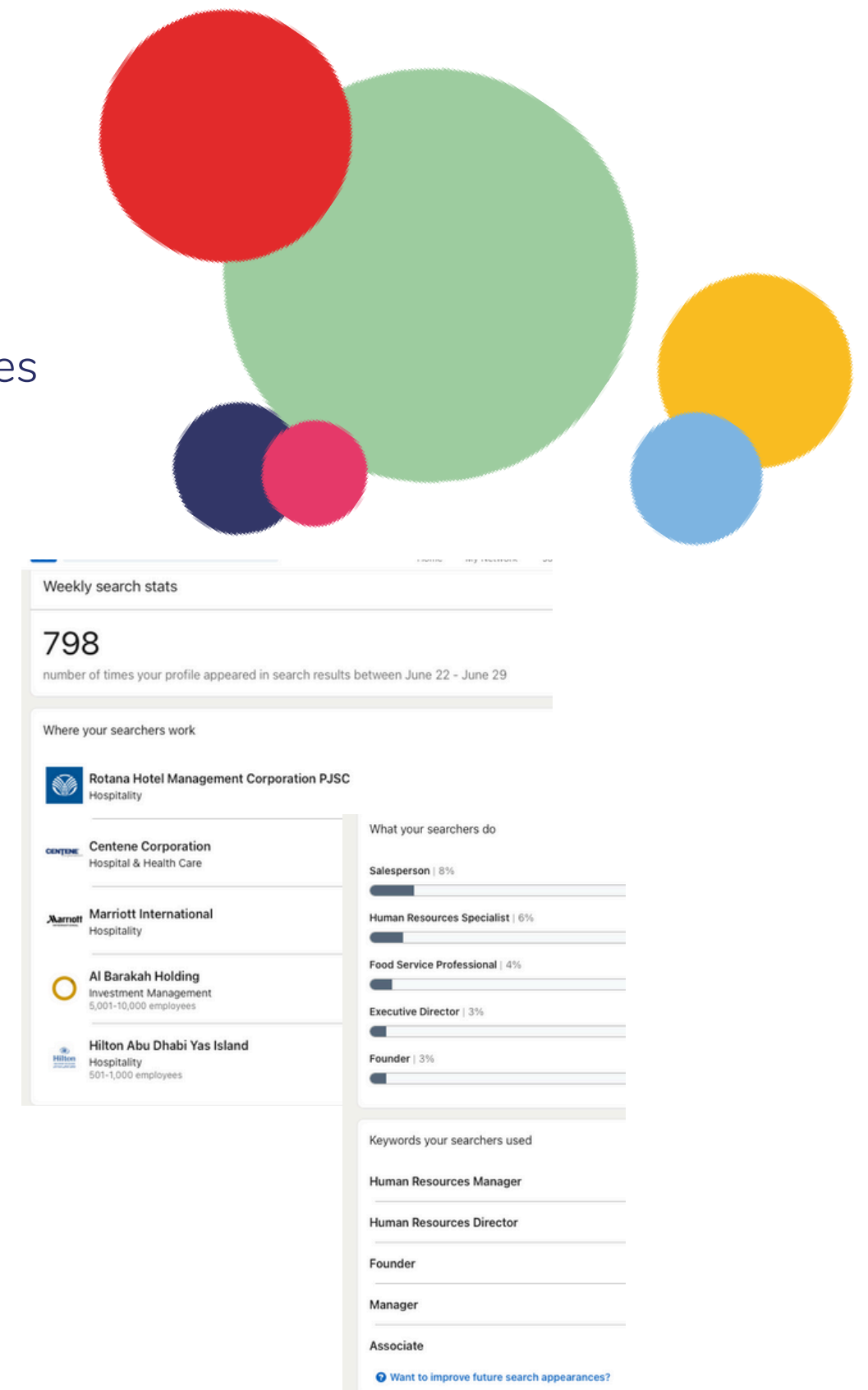
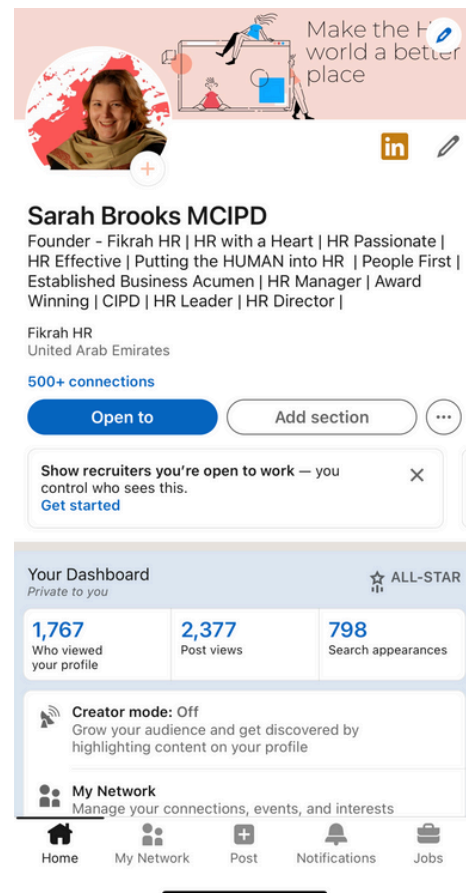
You also get some great info on 'your dashboard' this is shown on your profile.

You can see how your profile fares in terms of completeness.

You can see who looked at your profile, all of them.

You can send contact requests to almost everyone! (some have this feature blocked)

You can see how many searches your profile was featured in, what companies/business types were searching and also the search term used to find you - this can then be reflected back into your head line.

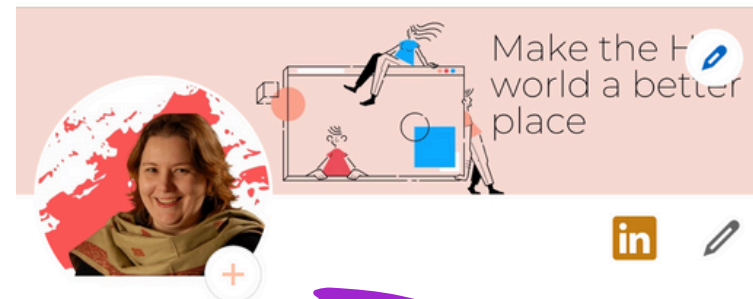


Linked In - New Feature!:

Linked In Adds Video!!

The new feature allows you to record a quick 30 second video and add it to your profile.

Click on the little cross on your profile photo which will open up the menu.



Sarah Brooks MCIPD

Founder - Fikrah HR | HR with a Heart | HR Enthusiast |
HR Effective | Putting the HUMAN into HR | First to Hire |
Established Business Acumen | HR Manager | HR Director |
Winning | CIPD | HR Leader | HR Director |

Fikrah HR
United Arab Emirates

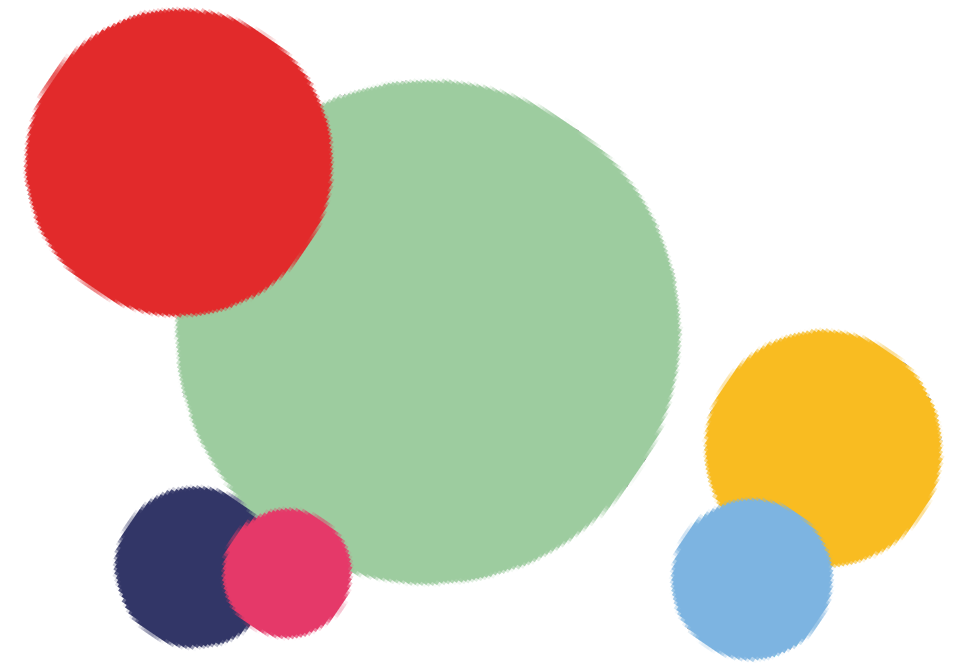
500+ connections

-  View or edit profile photo
-  Add cover story
Introduce yourself with a 30-second video
-  Add frame

Follow the prompts - when you first open it Linked In have done a quick video intro.

You can either record it on the fly or pre-record and upload it.

This feature is only available through the App on your phone



Thank you!



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HR

Pay as you go HR

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