

Using LinkedIn

Using LinkedIn can be a great way of getting recognised, Your profile gives the viewer a very brief overview of who you are, so make it stand out!

Your profile can be a powerful part of your personal brand. All registered LinkedIn users will be able to view it.

Having a complete and detailed profile can make you stand out from the rest.

- Profile picture – The first thing anybody will notice on your page is your profile photo and banner photo. Use a clear, professional looking photo with just you. Don't use a picture with other people or pets.
- Mention your industry and location in your headline – You have 120 characters for this.
- 'About you' – You have 2000 characters to make a first impression. Include a concise summary of who you are, what you do, and what you have to offer. You can list some of your best skills here and how you currently use those skills.
- Experience – You can list your work experience so use this opportunity to provide more detail about what skills you've learnt and how you use them.

Connect with other LinkedIn users

- LinkedIn enables you to network with people and professional organizations in your industry by 'connecting'. This is a great way to stay up to date with the latest developments, and to share information with others in your field.
- You can invite anyone to connect, and accept their invitations to connect with you. LinkedIn saves the connections that you make to a list called My Network.
- When you make a new connection, you gain access not only to that person's profile, but to their publicly available connections, too. This opens up even more networking opportunities as you can invite them to connect directly with you.



Start engaging!

- Now that your profile is set up you can start engaging with others. Like/ comment/ share posts that are relevant to you and your industry. The more you engage, the more your network will grow.
- It's important to appear professional at all times. Avoid posting personal material that you might put on Facebook, this is a professional networking service.
- Like you would on Facebook, you can share text posts, photos and even polls on LinkedIn. Post blogs and news articles that are relevant to your industry to allow others to engage with you.
- It's good to post your opinion on matters, even if that opinion can be controversial – As long as you can back up your point of view.

LinkedIn technical support

- Edit your profile - [Edit Your Profile | LinkedIn Help](#)
- Let recruiters know your open to work - [Let Recruiters Know You're Open to Work | LinkedIn Help](#)
- Searching on LinkedIn - [Search on LinkedIn | LinkedIn Help](#)
- Different types of LinkedIn profiles - [Difference Between Free LinkedIn and Premium LinkedIn Accounts | LinkedIn Help](#)

