



# LINKEDIN

## GET STARTED: THE BASICS




- LinkedIn is a **professional network** site with **500 million users** (Q1 2018).
- Sign up via **www.linkedin.com** to create your account.
- LinkedIn offers either a **free basic account** or paid-for Premium account. A free account offers the features required for job and people searches, and building your network and professional identity. Premium accounts do the same as basic with some additional features specifically targeted for job seekers, recruiters or those using LinkedIn to drive sales.

If you want employers and recruiters to choose you as a potential candidate for their vacancies, you need to complete as many details in your profile as possible.

Access videos about LinkedIn and social media at the MyPlan video library:

<https://www.ctp.org.uk/my-plan/ctp-video-library>



**Joe Bloggs**  
Engineer at ABC Widgets  
Any Town, United Kingdom | Automotive Industry

Current

ABC Widgets

Previous

Royal Electrical and Mechanical Engineers (REME)

Education

Institute of Mechanical Engineering

View profile as

500+ connections

uk.linkedin.com/in/ JoeBloggs

Contact Info

1

### PHOTO

Your profile should contain a photo. Use a head and shoulders close-up photo, avoid anything too casual, this is a professional network and potential employers' first impression of you.

2

### HEADLINE

Your headline is your most visible statement, use the space to advertise your skills/job title.

3

### URL

The URL for your profile can be personalised with your name, enabling you to share the link easily.



# LINKEDIN GET STARTED: THE BASICS

4

## Summary

Use this space to summarise your skills and experience.

Mechanical Engineer with more than 16 years' experience; specialising in plastic and electro mechanical engineering, design engineering and high performance product development. Engineering software experience with AutoCAD, ProEngineer, Wildworks, Inventor, Arena and Microsoft Office. Highly analytical skills; extensive knowledge in alternative fuels industry; effective problem-solving; time management skills; deadline-oriented; attention to detail and accuracy; and good communication skills.

Add Media: Document Photo Link Video Presentation

6

## Experience

### Engineer

ABC Widgets

July 2009 - present | Any Town, United Kingdom

Responsible for preparing miniaturised mechanical projects from concept to working prototypes. Liaison with engineers and other personnel to implement operating procedures, resolve system malfunctions, and provide technical information, creating 2D and 3D mechanical drawings of project.

Add Media: Document Photo Link Video Presentation

5

## ADD MEDIA

Use these tools to showcase work or other information relevant to your professional profile.

6

## EXPERIENCE

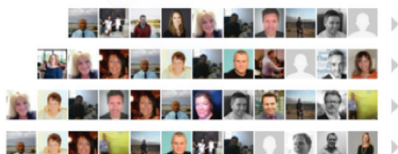
In a nutshell, the Experience section of your LinkedIn profile is your online CV. Include current and past employment, make sure whatever is on your LinkedIn profile matches what you list on your CV, as some employers will cross reference.

7

## Skills & Endorsements

### Top Skills

- 10 Mechanical Engineering
- 11 Project Management
- 24 CAD/CAM
- 19 AutoCAD Mechanical



8

## Education

In this section you list your educational achievements

Add Field of Study ?  
Add Grade ?  
Add Activities and Societies ?

Add Media: Document Photo Link Video Presentation

7

## SKILLS & ENDORSEMENTS

In the Skills and Endorsements section you can add skills that you would like to highlight. They also let your connections validate the strengths found on your own profile. Skill endorsements are a simple and effective way of building your professional brand and engaging your network.

You can RECEIVE endorsements, and you will be notified via email when someone has endorsed you, and you can GIVE endorsements by scrolling down to the Skills & Endorsements section of a connection's profile, click the name of the skill, or the + sign next to the skill.

8

## EDUCATION

In this section you can list your educational achievements.