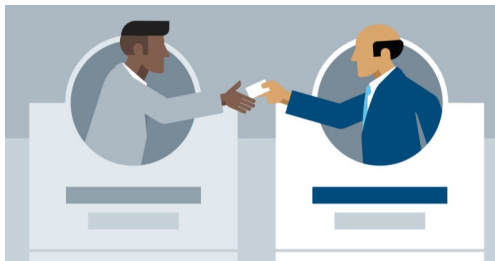


GETTING THE MOST OUT OF:

LinkedIn®

What is LinkedIn?

LinkedIn is the world's largest professional network with hundreds of millions of members, and growing rapidly. Their mission is to connect the world's professionals, to make them more productive and successful.



What can LinkedIn be used for?

Aside from searching through their extensive job listings, LinkedIn offers a platform to build important employment and business connections; you can connect with like-minded professionals directly, or join groups dedicated to specific topics. It also allows you to keep up to date with the latest market news such as employment trends, sector insights, and business performance.

Do I have to pay for a LinkedIn account?

Signing up for LinkedIn is free, and many functions are open to all account holders, so you can take advantage of most of the opportunities that LinkedIn offers. You can pay a monthly fee for a **Premium** account to get additional functions or communication options but there is really no need to subscribe to this feature unless you are a recruiter or business.



Building your Profile

Your Profile contains many elements, all of which contribute to your personal 'brand'. Think of your profile as your 'shop window' - what is attractive in that window that will make someone want to look inside? Your profile should be engaging and tell the reader more about you.

Profile Picture

Upload a professional photograph. Simply having a profile picture results in up to 21 times more profile views, and up to 9 times more connection request.

Dress like you already have the job – each industry is unique, suited and booted won't be every employer's cup of tea. A profile picture forms part of your branding, so when presenting yourself to a civilian employer or recruiter—avoid an image of yourself in military uniform.



Cover Photo / Banner

A cover photo on your LinkedIn profile is a perfect addition to your personal brand, your cover photo should be eye catching and contribute to your story.

Headline

Your headline is the text that appears immediately below your name. You have 120 characters to sell your profile and encourage the reader to delve into it in more detail.

LinkedIn automatically populates your headline with your current or most recent job title, but it can be used for so much more. Try to include:

Your Area of Speciality | Your Industry | Your Unique Selling Point



www.linkedin.com/in/service-leaver



Claim Your URL

Customising your URL makes it easier to find you. You can edit your URL on the right-hand side next to your profile box. If your name is already taken, try variations but avoid nicknames!

Summary

A great LinkedIn summary gives information on your professional background and abilities and helps get you noticed by employers. Like a strong profile on your CV, it's well worth it to spend the time to make your summary section informative and attention-grabbing, so visitors to your profile will keep reading through to your complete work history. Try to include your passions, motivations, goals and unique selling points.

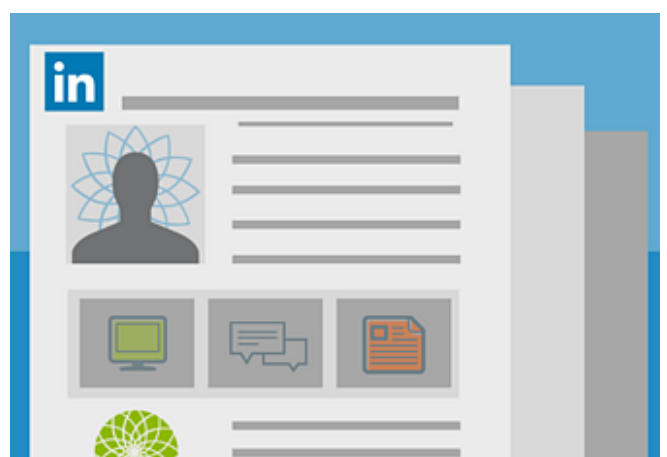
Experience

Your work experience on your LinkedIn profile should complement your CV. Don't be tempted to only list your most recent role though; LinkedIn now gives you the opportunity to write about all the positions you've held within the same business to highlight your progression, in fact members with more than one position listed on their profile were found to receive up to 29 times more views.

Additional Information

Additional sections you can include on your profile include:

- Education and Qualifications
- Skills and Endorsements
- Recommendations
- Voluntary Experience



Posting Content

When posting or sharing content on LinkedIn it's important to remember who your audience is. The platform was built as a professional networking tool and as such, content should be too.

- Make your posts informative, but easy and quick to read.
- Use "hashtags" to reach a wider audience of like-minded users.
- Including media boosts engagement with posts containing images receiving up to twice as many views, and posts containing video content receiving up to 5 times more views.



Groups

Joining groups is all part of networking, LinkedIn Groups are a fantastic way to network with people sharing similar interests with you and keep up to date with industry insights, trends and opportunities. There are also some particularly useful groups for the ex-forces community.

Follow Companies

When you're interested in a particular industry, use LinkedIn to research different companies. Click on the "Follow" button on a business profile to keep up to date with the latest news from that company.



"If you are not receiving or making at least one introduction a month, you are probably not fully engaging your extended professional network."

Reid Hoffman (LinkedIn Co-Founder)