

University Centre  
**Peterborough**

# LinkedIn

## Making the most of LinkedIn



## Contents

Objectives .....	3
Introduction.....	3
What LinkedIn includes.....	4
Setting up a LinkedIn profile .....	5
Identifying your target audience.....	5
Creating a headline - One of the most important things.....	7
What skills are employers looking for?.....	8
LinkedIn Summary.....	11
Work experience, education and accomplishments.....	12
<b>STARS model for showing impact</b> .....	12
<b>PARS Model for showing impact</b> .....	13
Adding your employment history.....	13
Accomplishments.....	14
Skills & endorsements.....	15
Recommendations.....	15
Making connections - following a company/organisation.....	17
Making connections - connecting with people.....	18
Networking hints and tips.....	19
What to post on LinkedIn as a student.....	20
Check for spelling and grammar errors.....	21
Additional Info .....	22
LinkedIn etiquette.....	22
Building your personal brand.....	23
<b>Self publishing on LinkedIn</b> .....	23
Using LinkedIn – Career Advice .....	24

## Objectives

This course aims to provide you with the knowledge to enable you to create and maintain a professional LinkedIn profile.

### Understand how to

- Set up a profile
- Target your audience

## Introduction



LinkedIn is an online CV and professional profile. It is free to join.

UCP receives opportunities for undergraduates such as local employer conferences and graduate role requests. We advertise the information on LinkedIn for you to see so that you do not miss out during or after you have completed your degree.

Members use the site to keep in touch with business associates, clients, and co-workers. It can boost your profile, build awareness of your brand, and help you to be recruited.

It is believed that 1 in 3 professionals are members of LinkedIn, with many recruiters using LinkedIn to identify potential candidates – ensure you are developing your professional profile/personal brand.

Still not sure - try [www.Linkedin.com/learning/learning-LinkedIn-for-students/LinkedIn-vs-resume](http://www.Linkedin.com/learning/learning-LinkedIn-for-students/LinkedIn-vs-resume)

### Why LinkedIn?

LinkedIn helps you to:

1. Build your professional brand
2. Search more effectively for opportunities
3. Develop meaningful professional relationships
4. Engage with networks more effectively

### 10 reasons to use LinkedIn

Ten reasons you need a LinkedIn account even if you're not looking for a job:

1. You can **keep up to speed with developments** in your industry by joining groups and finding out what people 'in the know' are talking about
2. You can **demonstrate your knowledge** and leadership ability by participating in discussions. Useful if you are about to go for a promotion.



3. You can make sure people know about **what you have achieved**, which could lead to speaking or consulting engagements or other professional opportunities.
4. You could make some very **useful connections**
5. You can **promote what you are doing** in your part of the business.
6. You can reconnect with people you used to work with and find contacts who work at your competitors - a great **networking opportunity**.
7. You can have much greater control over your online '**personal brand**' i.e. the information that comes up when people google your name.
8. You can manage your business relationships in a more **professional environment**. Facebook may not be appropriate for many of your contacts.
9. You can **build your credibility** through the endorsements and testimonials that LinkedIn allows your contacts to leave on your profile.
10. You can use LinkedIn to **push any blogs you write or websites** you are associated with further up the search engine listing by including them in your contact section.

If you're worried about being bombarded with information, emails and contacts, don't be. You can control how much information you get from LinkedIn so you are not overwhelmed when you first start.

LinkedIn has 200 million users including all 500 of the fortune 500.

## **What LinkedIn includes**

**Research shows that up to 91% of employers now look at social network profiles before making a hiring decision and one in five would consider using it as their only method of recruitment in the future.**

For some jobs, it may count against you if you do not have a presence on the main business networking site: [www.Linkedin.com](http://www.Linkedin.com) LinkedIn, however, is not just about building a network of connections it's about helping you to become more productive in your career: you can find help on career industry questions, you can research, stay up to date with current industry news and reconnect with people.

### **Your profile**

A complete profile is 40% more likely to yield job opportunities.

- A headline
- A professional and engaging summary to your profile
- A professional picture of you
- Your education
- Your employment history
- Your skills
- Recommendations and endorsement of you, or by you
- A list of companies/organisations you are following
- Your posts

## **Setting up a LinkedIn profile**



If you do not yet have a LinkedIn profile, please follow these instructions:

- Navigate to the LinkedIn sign up page. <https://www.Linkedin.com>
- Type your first and last name, email address (appropriate & personal), and a password you'll use.
- Click Join now.
- Complete any additional steps as prompted.

You can copy this URL to your CV

## **Identifying your target audience**



In order to make your LinkedIn as effective as possible, you need to identify your audience to meet your career progression goal.

Think about what sector they will work in, what they may specialise in, where your potential employer is based, why they would want to work with you. In addition, if you are looking for employment, you need to ensure that you are using the keywords recruiters and employers are searching for.

The following may help to identify a career path:

- <https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree> - look at any that would relate to areas you may be interested in to see what the job roles are, recruiting industries/sectors and skills) required are
- Look at what roles are currently asking for via <https://www.indeed.co.uk/>

## **Questions to help identify the audience and keywords**

### **Question 1**

Consider your target audience/employer

- Who they are
- What they do
- Where are they based (geography)
- Why they would work with you

Describe your target audience in one sentence.

Example:

*The employers I want to attract are based in ... sector and specialise in ... ; they will be based in a 30 mile radius of ... and I will be... (e.g. filling a recruitment need they have).*

### Question 2

What might their job titles be? Use the websites suggested to help.

### Question 3

What are the key words or tags they would relate to?

The easiest way to identify industry keywords is to compare around 10 jobs for the role you are interested in. By comparing the job descriptions and the company websites, you can identify the keywords, and the knowledge, skills and behaviours they are looking for.

- Indeed - [www.indeed.co.uk](http://www.indeed.co.uk)
- Milkround - [www.milkround.com](http://www.milkround.com)
- Target Jobs – [www.targetjobs.co.uk](http://www.targetjobs.co.uk)
- Prospects - [www.prospects.ac.uk](http://www.prospects.ac.uk)
- Debut - [www.debut.careers](http://www.debut.careers)
- Gradcracker - [www.gradcracker.com](http://www.gradcracker.com)
- Adzuna - [www.adzuna.co.uk/jobs/graduate-jobs](http://www.adzuna.co.uk/jobs/graduate-jobs)
- Gradjobs - [www.gradjobs.co.uk](http://www.gradjobs.co.uk)
- LinkedIn - [www.Linkedin.com](http://www.Linkedin.com)

### Question 4

What problem do they have that you could solve? Consider your skills that they may need.

## Your profile picture

Research by LinkedIn shows that profiles with a photo are 14 times more likely to be viewed.

It represents your professional image, make sure it is well lit, you are looking at the camera, fits the screen properly, and is only of you!



Tips on taking a professional photo on a mobile: <https://www.Linkedin.com/pulse/tips-do-it-yourself-headshot-you-can-even-use-your-iphone-de-witte/>

## Creating a headline - One of the most important things



Your LinkedIn headline is one of the most visible sections of your LinkedIn profile.

Not only does it stretch across the top of your profile page, it also introduces you on newsfeed posts, the “People You May Know” section, and <https://www.jobscan.co/blog/LinkedIn-easy-apply-employers/>. The headline is 120 characters.

Think about who you want looking at your profile and appeal directly to them in your headline. Type in exactly what they need to know before anything else. Look to your most influential peers for some ideas.

You need to consider:

- what the key industry words are employers/recruiters will look for
- what 'pain points' for the employer/customer can you solve (what skills might they need?)
- what are the benefits to your audience (what can you do for them?)

Have a look at this headline guidance: <https://www.jobscan.co/blog/impactful-LinkedIn-headline-examples/>

If you have experience with the job you want (e.g. an internship), mention the job title. If you don't have experience yet, you can use 'Entry-Level [Job Title]' or 'Aspiring [Job Title]'

Mention industry-specific keywords that you expect recruiters to search for (e.g. 'Programming',

RESUME WORDED

Noelle Duchesne  
Aspiring Java Software Developer | Seeking Entry-Level Programming Position |  
Experience with JavaScript and Python  
San Francisco Bay Area

Connect

Add additional hard skills and keywords that prospects or recruiters may search for

Image: <https://resumeworded.com/linkedin-review/linkedin-headline-examples-for-students>

## What skills are employers looking for?

Employers are looking for transferable skills - these are general skills that can be transferred between jobs, departments and industries.



Employers often value these skills because they can be used in so many ways in the workplace. Transferable skills are those that you develop as you progress through employment, education or training.

They can be used in any employed role, your education or vocational training. As such, it is important that you emphasise

your transferable skills throughout your application documents and during your interview. These skills can go a long way to persuading a potential employer that you are the perfect fit for their company, even if you don't necessarily have the experience.

### **Skills employers wish to see**

**World Economic Forum** - <https://www.weforum.org/agenda/2016/01/the-10-skills-you-need-to-thrive-in-the-fourth-industrial-revolution/>

- Complex problem solving
- Critical thinking
- Creativity
- People management
- Coordinating with others
- Emotional intelligence
- Judgement & decision making
- Service orientation
- Negotiation
- Cognitive flexibility

**LinkedIn** - <https://learning.LinkedIn.com/blog/top-skills/the-skills-companies-need-most-in-2019--and-how-to-learn-them>

- Persuasion
- Collaboration
- Adaptability (change manag't.)
- Time Management
- Cloud computing
- Analytical reasoning
- Commercial awareness



## Confederation of British Industry -

[https://www.cbi.org.uk/media/3841/12546\\_tess\\_2019.pdf](https://www.cbi.org.uk/media/3841/12546_tess_2019.pdf)

- Planning & organising
- Research and using information
- Interpersonal
- Strategic and business thinking
- Communication
- Managing & leading others

## Transferable skills



Everyone has transferable skills even if they don't recognise them as such. Sometimes, your current employer won't make it obvious that the skills you have acquired with them are transferable because they don't necessarily want you to realise how employable you are elsewhere.

Typical transferable skills you may already possess are:

- **Computer skills.** If you have aptitude with computers and common office programmes then consider this to be a transferable skill.
- **Management experience.** If you have managed people before then you could transfer this experience to benefit another type of employer.
- **Commercial skills.** People who can negotiate and handle figures like turn over and gross profit often possess the sort of business acumen which is sought after in many organisations.
- **Deadline success.** Being able to work to deadlines is something that doesn't happen in all jobs, but if you are used to it then this is a key transferable skill desired in many companies.

Of course there are other types of transferable skill. Think of them as aptitudes that can function equally well in multiple industrial sectors.

Mention them in your LinkedIn summary as you have picked them up throughout your employment history.

## Job related skills

More specific than transferable skills, job-related ones can get you work with another employer who needs them. Despite this, transferable skills won't necessarily be of use to employers outside of the sector you already work in.

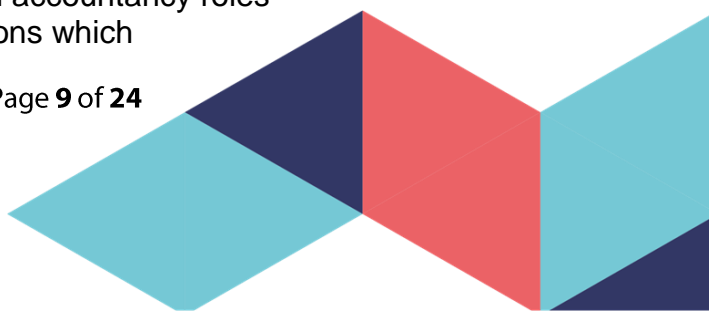
### Examples of job-related skills are:

- Mechanical engineering. Being able to work and repair engines is a job-related skill. It may mean you can transfer into related sectors but probably only within similar roles unless you have other transferable skills to offer.
- Accountancy qualifications. Bookkeeping and accountancy roles are on offer within a wide range of organisations which

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presents plenty of job choice. However, this job-related skill narrows down that choice to certain types of jobs only.

Although there are nearly as many job-related skills as there are jobs, try not to think of them as restricting what you can do. If you do feel trapped by your job-related skills and have trouble breaking out into new areas of work, then acquire some new ones by enrolling on a training course.

Remember that many job-related skills imply transferable ones so they are always worth mentioning. It is best to add any courses or qualifications that are pertinent to your job-related skills in education section of your profile.

## **Adaptive skills**

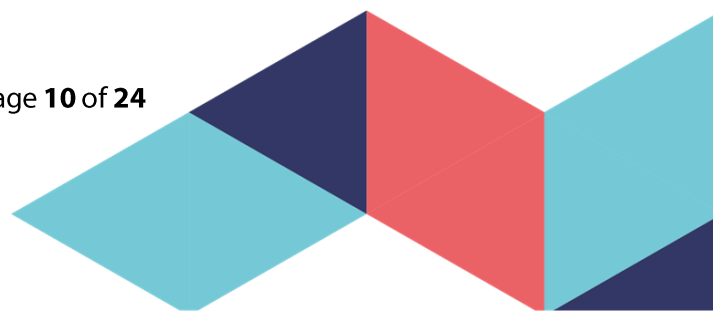
Ideal skills for CV personal statements or even a cover letter, adaptive skills can also be listed in your work experience if you prefer. Think about the sort of personality you have when discussing your adaptive skills.

Some of the key ones to look out for include:

- **Team working.** Not everyone is a team player, but team working is an important adaptive skill that many employers are looking for.
- **Loyalty.** Been in your job for a long time and seen it through thick and thin?
- **Positivity.** If you are the sort of person who sees the glass as half full and not half empty, then this shows your positivity. Employers tend to favour positive people so mention this as an adaptive skill.
- **Creativity.** Some jobs cry out for creative people. If you paint, play music or are even good at telling jokes, then this may show off your creative skills.
- **Adaptability.** Being flexible is something we all need in the workplace from time to time, but some are better at it than others so don't discount your adaptability as a skill.
- **Tenacity.** Taking ownership of problems and seeing them through is a key skill in many organisations.

Although adaptive skills may seem like the least important ones to mention because they are not specific to the job you are applying for, they can often mark you out from another candidate. Don't overlook the importance of your blend of adaptive skills which is as unique as you are.

Be proud of the skills that you have and see each and every one as a way to progress in your career



## LinkedIn Summary

This is the section where you can elaborate on your skills and personal profile.



**You need to start strong as only the first 3 lines can initially be seen.** Write in the first person (me, I, my) & treat it like a cover letter.

- Start strong with a catchy opening statement
- Use optimized search terms in your summary - once your LinkedIn profile is active, you can see what words are being used to search for you
- Don't be afraid to inject some personality
- Add context to your career story
- Brag about your accomplishments
- Utilise as much of the character limit as you can
- Keep it readable with short paragraphs or bullet points
- Don't go overboard with special characters
- Use a "call to action" at the end

This link will provide more detail: <https://www.jobscan.co/blog/LinkedIn-summary-examples/>

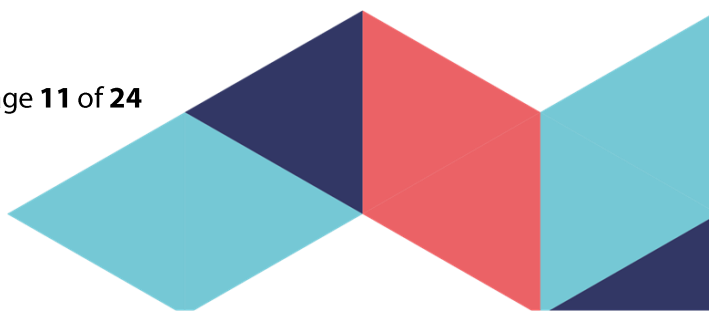
Here are some examples for students: <https://collegeinfo geek.com/LinkedIn-summary-examples-for-students/>

### **Start to write a profile**

Write it from the heart, focus on who you are. If you are worried about not having enough content, focus upon your values, personality, achievements, ambitions. Keep it well rounded, using keywords in a strategic manner.

Write in the first person...

1. What are your values?
2. What skills do you have, what can you do?
3. Give an example of successes you have had
4. Where would you like your career to progress?
5. What call to action could you give your audience e.g. If you would like to discuss...email me on...



## Work experience, education and accomplishments



- The work section should include any employment, voluntary work, work experience, mentoring, extra curricular work etc.
- Remember to use the keywords you have identified
- Where possible, link your employment to their LinkedIn page.
- As with your CV, your work section and accomplishments should highlight the impact and skills you have developed (See the CV module for further guidance).

The education will need to include University Centre Peterborough (UCP) and Anglia Ruskin so that you can be part of both institutions alumni. It will appear that you have two degrees!

The accomplishments need to include everything else not considered!

### **STARS model for showing impact**

The STARS method allows you identify your impact.



- **Situation:** An event, project, or challenge faced
- **Task:** Your responsibilities and assignments for the situation
- **Action:** Steps or procedure taken to relieve or rectify situation
- **Result:** Results of actions taken.
- **Skills:** What skills have you developed?

### **STARS example**

- **Situation:** I served as a bar attendant for an independent micropub, and was responsible for serving customers, managing deliveries, maintaining stock and cleaning tables.
- **Task (Problem):** When I was hired, the company was not reaching their expected sales figures, which resulted in a loss of profit.
- **Action:** I identified alternative stock that would attract a wider audience and devised entertainment evenings.
- **Result:** Within four months, the company's client numbers improved, profits increased and additional staff were required to meet the new demand.
- **Skills:** I developed management, negotiation, communication and sales skills.

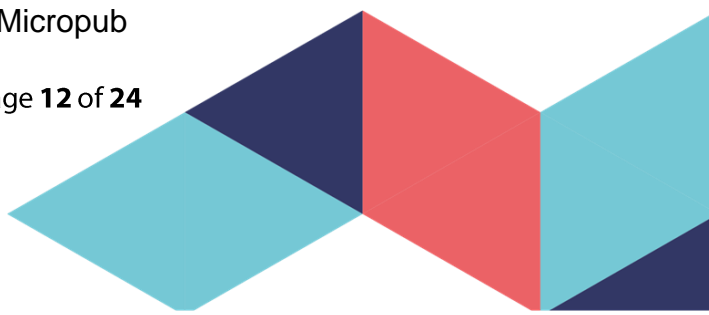
### **My CV and LinkedIn profile would show**

- Led a plan to resolve a profit decline at ABC Micropub

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Add your details as you would you CV: most current first and work backwards.

In the description section, highlight your impact and skills by adding the 'titles' as seen below.

Description

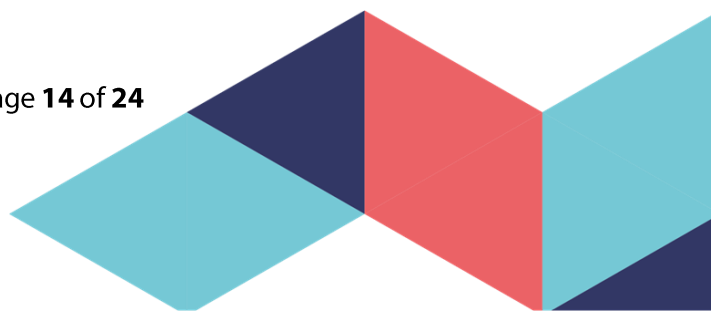
Duties: Impact: Skills:
-------------------------------

Once saved, you can edit by clicking on the pencil icon next to the entry you wish to alter.

### **Accomplishments**

The Accomplishments section is a catch-all for things that don't fit in the rest of your profile. If any of them apply to you, by all means add them. The Accomplishments section lets you showcase

- **Publications**– If you worked on a paper that was published in an academic journal, had something published in a campus publication, or just published something online, you can list it here.
- **Certifications** - Have some sort of professional certification?
- **Patents** – Have a patent? Probably not the case for most people, but you never know.
- **Courses** - Taken a course outside of your degree? Make sure that this course is something that goes above and beyond your normal coursework.
- **Projects** - Work on a side project? Blog regularly? Do anything beyond the degree module work? Show it off (you can include a URL and also add ongoing projects).
- **Honors & Awards** – Add any awards you have received for academic or extracurricular pursuits
- **Test Scores** – Use if you have any very high scores and they are directly relevant to a career or educational opportunity that you're pursuing.
- **Languages** – If you speak a language well enough to have at least a basic conversation, then include it here.
- **Organisations** - This is where you can list any honor societies, organisations, or professional organisations of which you're a member. Don't overlook this one!





## Skills & endorsements

You can select from a list of skills or add skills as you wish to. Remember to include the three types of skills we covered earlier (transferable, job related and adaptive).

Once you have your list, you will want to gain endorsements. An endorsement is from a fellow LinkedIn member, confirming that you have that skill. You can also provide endorsements.

- Visit the Skills and Endorsements section of your profile to select the skills that will show up on your page. You can add up to 50 different skills to your profile. The three skills with the most endorsements will appear at the top of the list, and are immediately visible if you scroll down your profile. You can add and delete skills at any time and reorder them.
- Only request endorsements from people who are familiar with your work. You can also let your connections be prompted automatically to endorse you for skills by adjusting your endorsement settings to 'Include me in endorsement suggestions to my connections'.
- Always vet your endorsements before they appear on your page.

The same goes for handing out your own endorsements to contacts in your network. Next time you get an urge to vouch for someone's work, ask yourself whether you are actually in a position to do so, and whether your endorsement will be welcomed.

The more examples of your work and more information you include about yourself, the more ways you'll stand to crop up in someone's research.

## Recommendations

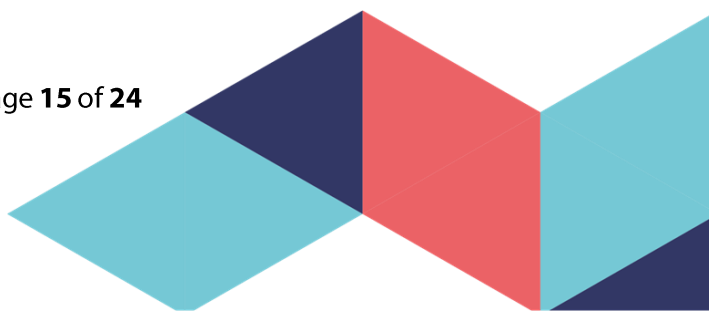


You've probably heard about the importance of social proof, including LinkedIn recommendations, but wondered how to ask for the recommendations from people.

**Question:** What would make you appear more credible in the eyes of your ideal clients/employer?

**Answer:** LinkedIn recommendations from credible people who can honestly vouch for you and your services.

The more LinkedIn recommendations (social proof) you have and the more detailed each one is, the greater your ability to establish trust with your potential employer/client is.



Recommendations are a written testimony of your skills, not just an endorsement.

A LinkedIn recommendation is a direct link to the person recommending you, giving it greater legitimacy in the eyes of your profile readers.

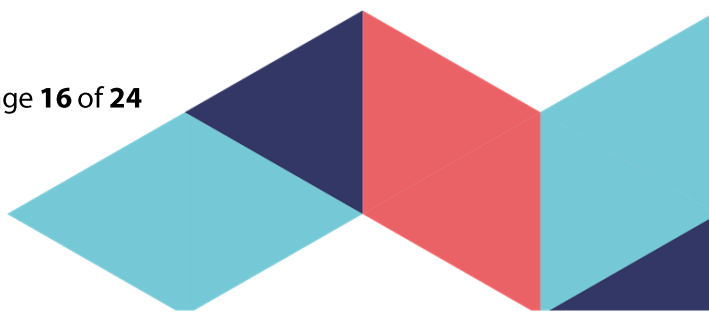
Recommendations are difficult to gain and they are one of the things recruiters look for on a profile. A sudden addition of new recommendations and endorsements looks like you've asked friends for a favour. Instead, aim for recommendations from high ranking professionals, spread out over a period of time.

### **Who to ask**

- Managers/supervisors
- Mentors
- Lecturers

### **How to ask for a recommendation**

Go to the profile of the person who has agreed to provide you with a LinkedIn recommendation. Click *More...* to the right of the Message button. Note they must be a 1<sup>st</sup>-degree connection to give you a recommendation. From the drop-down menu, select *Request a Recommendation*.





## Making connections - following a company/organisation



When you **follow** a company on **LinkedIn**, you can receive updates on new developments, business opportunities, and even job opportunities. Company profiles display recent hires, related **companies**, recent promotions, and top locations for employees.

Remember that there are key organisations for your industry too. These are professional bodies, network groups etc. that will ensure you remain up to date and current in your knowledge of your sector.

Please follow 'University Centre Peterborough (UCP)' for local opportunities.

### To find companies/organisations



Companies ▾

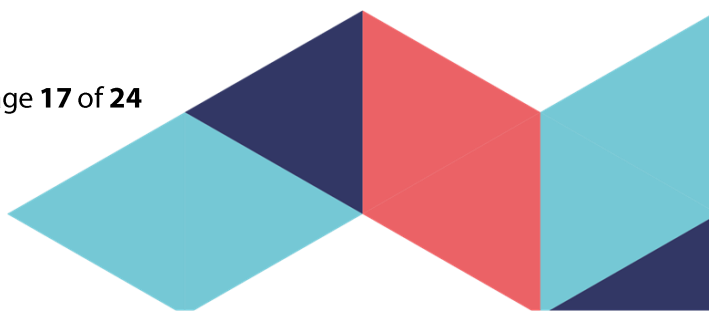
- From your linked in profile, click in the search cell and select companies or groups
- Type in the sector/key word/company name and city/town e.g. digital marketing Peterborough
- Click the Follow button near the company name in the search results list.
- If you'd like to learn more about the company before following, click the company name to see more details.

You can then click the Follow button under the employer name or click "..." then the checkmark to follow in the upper right corner of that page to begin following the organisation if you decide to do so.

### Searching for groups

The groups function is a useful way to find people with related professional interests and to grow your own network.

- Type into the search bar the name, field of interest or other keywords.
- Filter the results by selecting the Groups tab.
- You can be a member of up to 50 groups on LinkedIn and exit groups at any time.
- Participate in discussions – don't just be a passive member. Ask questions, share articles, make professional comments.
- Network with other group members - you can send members messages without having to upgrade your account.



## Making connections - connecting with people

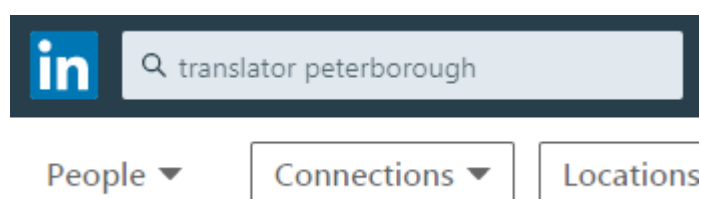
You connect with people to:

- to get a job
- to foster your professional identity
- to broaden your reach
- to find business partners
- to find potential suppliers
- to establish thought leadership
- to raise your business's profile
- to generate sales opportunities



<https://www.LinkedIn.com/pulse/who-should-i-connect-LinkedIn-why-greg-cooper/>

### How to search for people



- From your LinkedIn profile, click in the search cell and select People
- Type in the job title/key word and city/town e.g. translator Peterborough
- You will have limited visibility on a profile until you are connected (advice is to check out the company first) as you will then have a connection

### Your network

On LinkedIn, your network is made up of your 1st degree, 2nd degree, and 3rd degree connections and fellow members of your LinkedIn Groups.

- *1st degree* - People you are directly connected to because you have accepted their invitation to connect, or they have accepted your invitation.
- *2nd degree* - People who are connected to your 1st-degree connections.
- *3rd degree* - People who are connected to your 2nd-degree connections.
- *Groups* - These people are considered part of your network because you are members of the same group. You can contact them by sending a message on LinkedIn or using your group's discussion feature.
- *Out of Network* – These are LinkedIn members who fall outside of the categories listed above. You can contact them through 'InMail'.

### How to connect with people

- *A member's profile* - Click the *Connect* button on their profile page.
- *The search results page* - Click *Connect* to the right of the member's information.

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- *The Grow Your Network page* - Search your email address book to find contacts or invite them using their email address.
- *The My Network page* - If you have any pending invitations, they will be displayed near the top of the page.
- *The "People You May Know" feature* - Click the *Connect* button below the member's name. If you have any pending invitations, they will be displayed near the top of the page. After accepting a pending invitation, connections you may know from that member will appear as suggested people for you to connect with. Check out more information on <https://www.LinkedIn.com/help/LinkedIn/answer/85895>
- *The LinkedIn mobile website & app* - You can browse to find people you'd like to connect with. Tap the *Connect* button located on the profile of any LinkedIn member you'd like to send an invitation to, or you can tap *Connect* below a member's name on the My Network tab

For more information, visit

<https://www.LinkedIn.com/help/LinkedIn/answer/118/inviting-or-connecting-with-people-on-LinkedIn?lang=en>

## Writing a connection message

You have the option to send a personal message. Identify what you have in common or why you are interested in connecting with them.

E.g.

- I've seen on your company's website...
- I recently attended an event that you presented and ...
- I'm interested in a posting you made recently regarding...

**Extra help:** <https://www.LinkedIn.com/learning/learning-LinkedIn-for-students/create-a-professional-network>

## Networking hints and tips

*Make connections:*

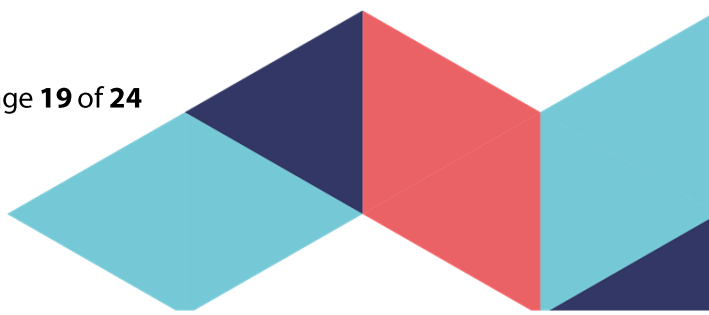
- Broaden your connections by reviewing the connections of those you are connected to
- Contact individuals in companies or industries you wish to explore/work for .
- Be brave, ask connections to help you, or just ask questions, such as:
  - *What is like to work in ... (subject/sector/public or private sector etc.)?*
  - *What are the prospects in ...*
  - *What are current trends you are seeing in ...?*
  - *How can I go about...?*
  - *Should I include this on my CV?*

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Page 19 of 24



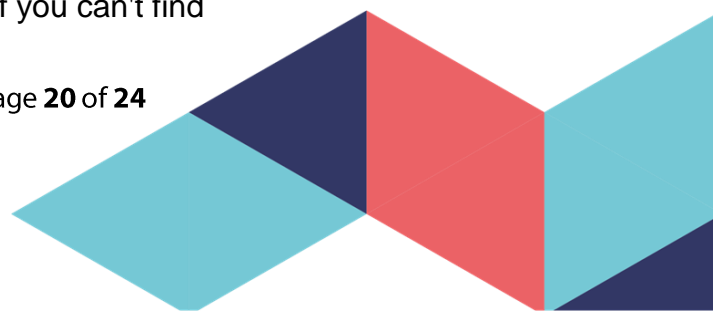
- *Where can I find information on...?*
- Share interesting resources/articles/other posts
- Help others:
  - *Be the connector*
  - *Share information*

## **What to post on LinkedIn as a student**

Remember: When writing posts, using '@' before the person/company name will link to their profile.



1. Post a profile photo
  - A professional looking photo provides a face for your digital personality and helps recruiters see you as a human, rather than a hyperlink
2. Post about coursework/module activity and extracurriculars
  - Your LinkedIn profile should weave together the story of your professional development, so it's good to be as detailed as possible. Include information about relevant coursework, clubs and organisations in which you are participating in.
  - Take a photo of the front page of your assignment and say what you intend to explore/have found out
3. Post about internships, visits, work experience, volunteering, mentoring
  - If you've done any internships or gained work experience, be specific about what skills you developed, how many hours you worked or how many students you tutored.
  - Follow the organisation and link to the staff members you have worked with.
  - Thank them for the opportunity
4. Illustrate your skills with rich media, such as pictures and videos
5. Ask professors and advisers for recommendations.
  - One common misconception of LinkedIn recommendations is that they have to come from previous employers. A recommendation from a university lecturer or academic adviser, especially one with experience in your desired field, speaks volumes to your ability to stand out from the crowd.
  - Aim to get recommendations from people who know you personally, or who have a good sense of your work ethic, and can speak specifically to your accomplishments in the classroom.
6. Connect with industry leaders.
  - This gives you access to influential people in your industry.
  - Don't be intimidated by someone's professional clout; reach out to people whose careers you admire, but be sure to personalise your request to connect.
  - Your request should include
    - a) detail that connects you to the person. Look at his or her LinkedIn profile and pull out a piece of information that will help you personalize your request. Ideally, include something you both have in common, like a hometown or a favourite publication. If you can't find



anything significant to mention, offer a compliment or a respectful comment about the person's professional work instead.

- b) the reason why do you want to connect with this person? Your reason should not be a request for a job. Instead, engage him or her with a request for career advice, a personal question, or offer up a skill that could be of service.

7. Comment on industry-specific articles.

- When you post industry-specific articles, you prove you are passionate, engaged and paying attention to your career of choice.
- Avoid including controversial or personal opinions on LinkedIn, unless you want that opinion to be associated with your professional persona.
- Offer a thoughtful question. This shows that you are not just reading industry-specific news; you are also engaging with it analytically.

8. Ask questions in LinkedIn groups.

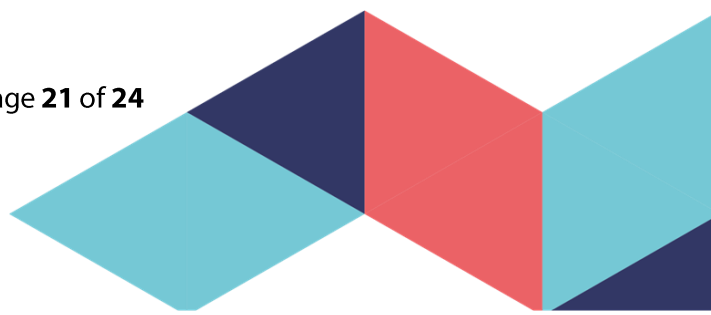
- LinkedIn groups are a great way to engage directly with people in your industry and establish yourself as a contributor rather than a passive reader. Elicit conversations and ask smart questions
- Be conscientious of what you ask in groups. Do a bit of research before you ask a question. This will ensure you convey an informed professional persona, and your questions will most likely be stronger if they don't have an easy answer.

9. Look into different career paths.

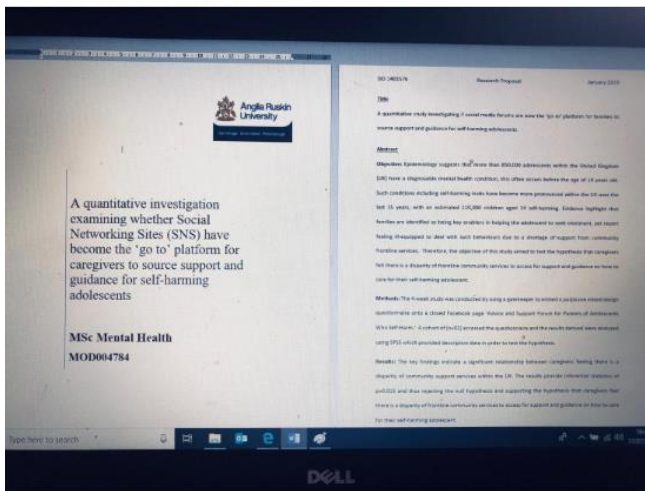
- LinkedIn lets students access information on career paths in a way no other generation could. Now, you not only see where someone has gotten in her career, but how she got there.
- More often than not, people are surprised to see how non-linear careers are today. And who knows, looking at someone else's career path may inspire you to take a chance you otherwise wouldn't

## **Check for spelling and grammar errors**

### **Example of a post**



Finally....7 years has brought me to this point in my academic journey, I can now breathe, relax and start my future 😊



14 · 4 Comments

Like Comment Share

Top Comments



**Alastair Deards**

Campaigner at Mental Health Change in the UK

3w ...

I would love to read the conclusion of the thesis. The prime reason in my view is due to the fact the system are not in place to pre-empt situations and provide specialised support to the sufferer and their carers / family. That is so why change in the way mental health is treated is so needed.

## Additional Info

Using it regularly - <https://www.LinkedIn.com/learning/learning-LinkedIn-for-students/explore-the-feed>

## LinkedIn etiquette

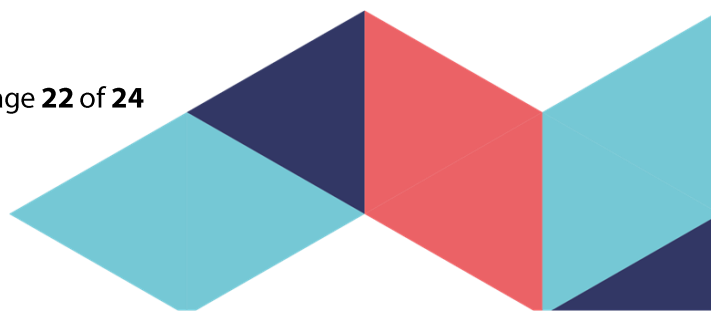
LinkedIn is a professional platform

- Only post professional, not personal comments
- Personalise connection requests with a short message, explaining why their connection is important to you
- Sell a professional story rather than trying to boost sales
- Be selective of what you share or post, over sharing can lead to a loss in interest
- Be selective of who you ask to endorse you

[employerhub@ucp.ac.uk](mailto:employerhub@ucp.ac.uk)



University Centre  
Peterborough





## **Building your personal brand**

**LinkedIn provides an online CV, providing your professional online presence & brand.**

Your brand is the public, professional image you wish to portray to other professionals. Every online posting adds to your story so you need to manage all online information carefully.

### **1. How you wish to be seen? What message do you wish to share?**

What do you want to say about yourself and how do you wish to share this information?

### **2. Is your information up-to-date and accurate?**

Highlight your skills and achievements, writing for the audience you wish to attract. Are you including links to your other professional media pages?

### **3. What visual inputs are you including?**

A professional profile photo, are images and videos regularly included?

### **4. Are you growing your network with the right people?**

Selecting the right people to connect to will both grow your network and help demonstrate that you are serious about your field of work. Do you have meaningful endorsements and recommendations over a period of time?

### **5. Are you conversing with your network?**

Consider how you can converse with, help, develop and share ideas within your sector. How are you displaying interest in and understanding of your sector?

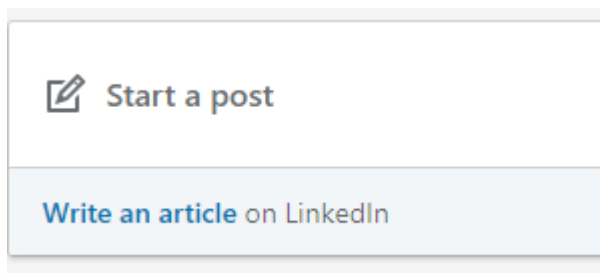
Are you posting articles or publishing via LinkedIn?

## **Self publishing on LinkedIn**

If you want to share your thoughts online outside of a blog, you can use LinkedIn in addition to your regular short posts.



- Under "Start a post", click on "Write an article".
- A new page will open for you to add/drop your content, add any images and then click "Publish".
- Posts will appear in each of your connections' feeds



- Add tags if you wish to expand your audience and ensure your posts are set to 'public'.

### **Downside**

- Lack of customisation, unlike a blog
- Limited information in viewing stats
- Competing with others on the same platform

## **Using LinkedIn – Career Advice**

NB You will need to opt into this.

Go to the dashboard on your LinkedIn Profile and find the Career Advice hub. From there, enter your preferences for the type of advice you're looking to give or receive and LinkedIn will recommend members based on what you've specified, mutual interests and what it knows about you professionally.

When a match is found, you'll be alerted and you can then send a message to start a conversation about the advice you need.

We are unsure of how well this is being used and would probably still recommend exploring questions through your contacts.

