



Profile Tips



Use a professional looking photograph

LinkedIn is a social network for professional people. It's not like Facebook. If you want to make an impression for the right reasons, use a head/shoulder shot against a plain or relevant background. Unless relevant to your profession, avoid using photos of you in a social situation.

Be memorable

Keep it Short

Be Relevant

Claim your custom LinkedIn URL

Create a custom or vanity LinkedIn URL. This can make you appear more professional and make it much easier to share. If you have a unique name, use that, otherwise you may need to combine your name with keywords i.e. john_smith, john-smith, johnsmithsales etc.



Headline

This is one of the most important parts of your profile. Make it easier for people to find you by using relevant keywords and link to your industry if possible.



Highlight experience and education

When researching a job, look through the company website. Look at areas that are relevant to the job you are applying to, but also look at the organisation as a whole. Where do they work? What do they do? Who do they work with? What systems do they use?



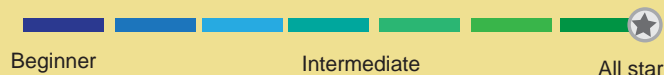
Get endorsements and recommendations

If you list a skill, you can ask your contacts to endorse you. These endorsements will give you more credibility. You can also take a short test on LinkedIn and if passed you get a tick against that skills. Recommendations can be from colleagues, customers or partners and they are time-stamped, so try to ask for them whenever relevant.

How to get the best out of LinkedIn

Complete your LinkedIn Profile

Aim for 'All Star'. When completing your profile, LinkedIn gives it a rating, from beginner to All-star. The more complete your profile is, the more likely it is to appear in search results.



Connect with other LinkedIn users

Start with people you know, friends, work colleagues, partner contacts. Remember your connections reflect you as a person. Once you have 1st level connections you will start to get more recommendations.

When requesting to connect, include a message if you can or ask a shared contact to vouch for you.

Engage

Post updates. This might be information on a project you've done, promoting an event or discussing a hot topic. comment and react to other posts.

This builds up your rapport with others and helps you to appear higher up in searching.

Give/Receive Recommendations and Endorsements

Request endorsements for your skills. This lets others know that someone has confirmed what you've said.

Request recommendations from people you have worked with. It's also important to respond to requests from others too.

LinkedIn Groups

LinkedIn has many groups covering a wide range of subjects. Any user can set up a new group too. This can be a really good way to build up your network. You can look at groups in two ways. The ability to connect with others who are working in a similar area to you or connecting with potential clients.

Bob is a recruitment consultant working within the Construction industry.

Bob belongs to a group called 'Recruitment'

If Bob has a vacancy that isn't gaining traction or is in a new field. He could ask for advice in this group.

This group is beneficial for sharing best practice. Discussing new techniques.

Bob belongs to a group called 'Construction'

If Bob has a vacancy within the Construction Industry he may be able to share it in this group, or look through the group for some potential contacts.

This group includes people from within the Industry that Bob is recruiting for. He could use it to look at trends, other vacancies and opportunities.

Stop Think!

Be mindful of the groups policies. Check what posts are allowed. Some may not allow promotional posts, or may restrict them to set days.

Stop Think!

Engaging Content

On LinkedIn you can not only create posts, but also add images, videos, links and #hashtags in order to help the posts reach more people.

An image or video can make a post more visible and attractive. Keep your posts relevant. Remember that LinkedIn is a network for professional people. Memes and joke images are not going to impress people.

A post is restricted to 700 characters. LinkedIn will warn you if you are over the limit, look for ways to trim the message, or add the core within the post and continue within the comments or link to an external page with more details i.e. new item on website or blog.

You can use #Hashtags in a couple of ways. You can weave them into the post or put them at the end. Whichever method you choose, keep them relevant and don't too too many.

#Hashtags at the end

By 2025, Yorkshire and the Humber will need to recruit an additional 19,000 new workers to meet demand. There has never been a better time to consider joining the construction industry.
#construction #careers #apprenticeships #skillshortage

#Hashtags mixed with words

The #covid19 pandemic has been tough for everyone, but it's heavily impacted #youngpeople more. We have some #apprentices who are seeking new #employers to help them complete their #apprenticeship. Could you use a #joiner #bricklayer or #sitemanager #apprentice, if so get in touch.



LinkedIn also offers the option to publish full articles through its publishing platform. These can be longer and appear in your profile, but they do not tend to get as much engagement as normal posting/comments.

If you want to share something lengthy, remember you can start it as a post and link to it your site for more details.

Extra Tips

Recruitment

- ➔ Recruitment happens on LinkedIn. There is a searchable job board and recruiters use the platform.
- ➔ You can set your profile to show that you are looking for work.
- ➔ If looking for work, keep your profile up to date, especially your skills/experience and try to have some endorsements and recommendations.

Employer/Organisation

- ➔ If your employer has a page on LinkedIn, anyone who lists then as an employer is linked to it.
- ➔ Your profile and activities are not just a reflection of you, but the employer too. Your posts can help the organisations visibility as well as your own.
- ➔ Stories/Connections work. People are more likely to engage with you as an individual as opposed to your company as an entity.

Etiquette

- ➔ The key to doing well on LinkedIn is building and maintaining a good reputation
 - ▀ Keep your profile up to date
 - ▀ Give and receive recommendations and endorsements
 - ▀ Ensure everything you include is truthful
 - ▀ Avoid any controversial posts and keep your holiday snap / favourite films etc. for other social networks
- ➔ Growing your network can take time, it is best to be organic
 - ▀ Start with people you know directly
 - ▀ Expand your connections from there
 - ▀ Reach out to new ones, use notes to explain why you want to connect, remember they don't have to accept
 - ▀ Make sure have a valid reason. If you try too many times or send too many messages, you can be reported
- ➔ Remember your network reflects you so be mindful who you connect with
- ➔ Remember you also reflect your organisation/employer so be mindful that you do not post or share anything that can have a negative impact
- ➔ Try to make sure your posts are clear, relevant and not full of errors. Remember you can edit them if needed. If writing something longer, do it in MS Word first and Spellcheck before posting.

LinkedIn Character Limits

About:Position Title: 2,600	Company Page Status Update: 700	Recommendation: 3,000
Position Description: 100	Article Headline: 100	Company Page Name: 100
Skills (per Skill): 2,000	Article Body: 110,000	Company About Us: 2,000
Publication Title: 80	Article image credit: 250	Company Status Update: 700
Publication Description: 250	Group Title: 200	Company Showcase Page Name: 100
Profile Status Update ('Post'): 2,000	Group Conversation: 2,000	Company Showcase Description: 200
<i>First 200 characters are fully visible, rest under 'see more'</i>	Group Comments: 1,250	
Comment: 1,300	Group Subject: 2,000	

Further Resources

<https://www.linkedin.com/help/linkedin>

Comprehensive help area on LinkedIn with help on how to get started, build your profile, grow your network etc.

<https://www.leisurejobs.com/staticpages/18285/the-ultimate-linkedin-cheat-sheet/>

Infographic about creating the perfect profile.

<https://mariapedglerdigital.com/the-ultimate-guide-to-profitable-linkedin-networking-infographic/>

Another good guide with info on each step