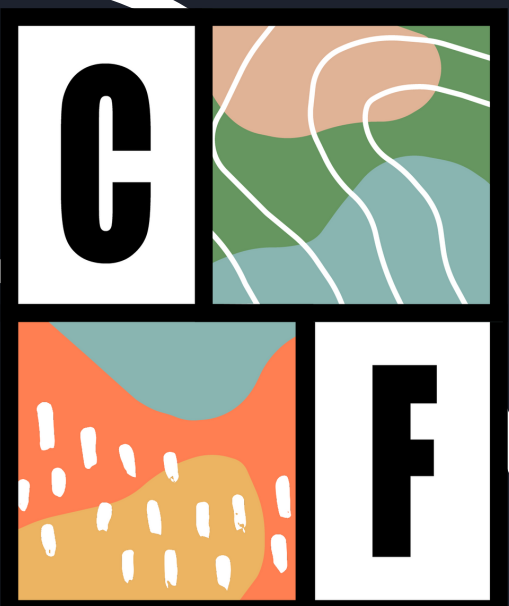




# LINKEDIN TOP TIPS



# LinkedIn Top Tips

LinkedIn is a social networking platform for professionals to connect with others

It's a great way to appeal to prospective employers by showcasing your skills, experience and achievements at work

We'll be giving you a few tips to help boost your profile!



## About You

When you create your summary, turn it into a small story about yourself. Rather than just stating what positions you've held, or listing what skills you have, why not use it as a chance to express why those skills matter! And don't be afraid if it doesn't look right first time. Keep trying until you have the perfect summary.

## LinkedIn Skills List

Whilst we're on the topic of skills, let's talk about the skills list. Making use of the skills list that LinkedIn offers you is a great way for you to demonstrate the skills you have to potential employers. It will help bring substance to your headline and summary, whilst also providing a platform for others to endorse you. But don't get too carried away, having a concise list will be easier to read and will ensure it's truly relevant to you!

Also, be sure that you endorse others! It will not only help them, but will also boost your own profile!

## Follow Influencers

Following influencers who are relevant to the area you're looking at will be of great help to you: it will help diversify your feed, and gives you the chance to share a wide range of topics with people. It also adds context to your LinkedIn profile and will help show your passion to those viewing your page.

## Profile Picture

Your profile picture is the first chance potential employers will have to see you. Make sure your photo is recent, professional and you are smiling, with your eyes! When it comes to what you wear, don't worry about looking overly corporate, but at the same time, don't think you're uploading it to Instagram. If possible, have someone take a photo of you rather than just using a selfie - some universities and colleges will hold LinkedIn photoshoot days

## Background Photo

In addition to your profile photo, make sure you chose a background photo as this adds even more depth to your profile, and will provide context to those viewing it for the first time. It also helps you to stand out from everyone else and draw the attention of a whole host of extra people!