

What is LinkedIn?

LinkedIn is a [social networking](#) site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

A LinkedIn member's profile page, which emphasizes employment history and education, has professional network news feeds and a limited number of customizable modules. Basic membership for LinkedIn is free. Network members are called 'connections.' Unlike other free social networking sites like Facebook or Twitter, LinkedIn requires connections to have a pre-existing relationship.

With basic membership, a member can only establish connections with someone s/he has worked with, knows professionally (online or offline) or went to school with.

Connections up to three degrees away (see [six degrees of separation](#)) are seen as part of the member's network, but the member is not allowed to contact them through LinkedIn without an introduction.

Premium subscriptions can be purchased to provide members with better access to contacts in the LinkedIn database.

LinkedIn was co-founded by Reid Hoffman, a former Executive Vice President in charge of business and corporate development for PayPal. The site, which was launched in May 2003, currently has over **300 million members from 200 countries, representing 170 industries**. According to Reid Hoffman, **27 percent of LinkedIn subscribers are recruiters**.

This was last updated in February 2015.

Reference: <http://whatis.techtarget.com/definition/LinkedIn>

Creating a very effective profile:

An effective LinkedIn profile gives you the opportunity to network with people in your industry, increase your chances of being *headhunted* and give you instant access to job opportunities.

It will facilitate the exchange of knowledge and ideas of people in your industry.

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| 1 Determine why and how you are going to use LinkedIn – what is your objective? | What do you want to say to employers?
How can you make it easy for recruiters to find you?
How can you set yourself apart from all the other users?
How can you position yourself as a leader within your industry?
How can you stay in contact with your teachers, colleagues, new contacts and potential employers?
How can you make it easy to network with people in your industry? |
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| 2 Create a profile | Your name is your brand and will be the first piece of information people will see.

Use the name that people refer to you with If you have a long name, and your co-workers and friends shorten it, then use that shortened version of your name.

Use your fist name and family name. Don't confuse LinkedIn search by putting in additional information in the name section. Some people try to include a keyword between their first and last name to increase their chances of being found in the search results. We recommend you avoid this, as it looks unprofessional. |
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| 3 Photograph | Remember the theme behind social media is that it is people-centric networking – people want to see who they are communicating with or considering for future opportunities.

Select a friendly, professional photograph. Unlike your resume, it important to include a photograph. Employers gravitate towards profiles that show approachable professional people.

Make sure there is `only you' – no family gatherings, no pets!

Make sure the background is plain – no beach scenes, no waterfalls, no company mascots or Harley Davidsons!

Make eye-contact (no sunglasses), smile and wear `interview' clothing', make sure your hair, jewellery and make-up are professional. |
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Head and shoulders only – think of passport photo requirements but you can smile and wear your glasses.

4 **Headline**

Your headline is your unique tagline to capture employers' attention and encourage them to read your full profile. It is the single most important piece of real estate you have, and you need to brand it as such. It should capture your strengths, industry, achievements and include key words that will come up in a search.

This is the most important 120 characters you have to use. It may be appropriate to include your key branding statement here, or you can add information about your profession and indicate your objective for being on LinkedIn.

Your headline appears just next to your name in search results. Don't put your company name and title here; your headline should be customised to align with your objective for being on LinkedIn in the first place.

Strong profiles will have an updated headline to include area of study, career ambitions, or keywords related to a desired career field.

Enter searchable keywords to increase your visibility. If you are not sure what to include, LinkedIn provides some generic examples. It can also help to search for others who may have similar objectives or professional backgrounds for headline ideas.

5 **Location**

Once you begin the job search, you may choose to select the desired location for employment. This will ensure you appear in searches conducted by employers in/near that area.

Carefully consider what to put here, as your potential employers use this field to filter out results based on geographical location. So if you are located in the outer-south eastern suburbs of Melbourne, but you want to attract potential clients from all over Melbourne, then we recommend you insert the CBD postcode of 3000. This way, you will appear in more search results, and your LinkedIn profile will draw in more enquiries.

6 **Industry**

Select the industry you intend to enter.

In this section, you will need to be decisive. **Pick the industry that closest represents you/your company.**

If you/your company belong to a few different industries, then simply choose the industry sector that you want to be associated with. It helps to think in the minds of your target market, and decide on what industry they would search under to find someone with the products/services that they are seeking.



7 Education and Experience

This section helps you build credibility on your own personal brand. This is important if you work in an industry where tertiary qualifications or recent certifications are deemed important. It also helps old class mates get in touch, which may lead to further opportunities that you never knew existed. For this reason, you might choose to include your secondary school details.

There are fields to enter your fields of study, dates attended, activities and societies, and additional notes.

In the Experience section, you can showcase your demonstrated experience and success with your placements and employment.

Here your LinkedIn profile looks like your resume. You list your job titles, company names and dates and a description of your accomplishments. Your current position also appears within the search results, so it is imperative that you list the organisation you currently represent.

To effectively brand yourself, you will need to include details that support the information you have included in your profile's headline. This is not just a copy of your resume. Rather, you need to show off both your company's and your own personal professional achievements in enough detail to entice someone to contact you and others representing your company.

8 Contact Information

This is where you tell people how you want to be contacted. You can include email addresses, phone numbers, mailing addresses, Twitter accounts and personal websites.

When linking a Twitter account, other social media sites or personal website, ensure that the content is professional.

Note: there are some internet marketing companies that 'scrape' email addresses and include them on a listing to send spam emails to. Unfortunately, this is the inconvenience of making it easy for your target market to contact you. Your email provider usually identifies spam emails and throws them into a SPAM folder.

9 Websites and Public Profile URLs

Every profile comes with a default public profile URL that is automatically assigned to you. You can edit this and claim your own personalised URL now and delete any extra numbers and letters. For example: www.linkedin.com/in/chris-smith.

Having a customized, professional URL will enable you to easily include your LinkedIn profile in an email signature or resume.

You should also include this link in your email signature, presentation decks, business cards and any other material that you hand out to drive more traffic to your profile and achieve a connection with any new professionals you meet.

10 Summary

This is your opportunity to expand on your personal brand. Here you can (briefly) describe your professional accomplishments, career ambitions and interests.

Remember your audience. You do not want to write large blocks of text. Use bullet points.

As with all professional documents, ensure sure your summary (and all sections) are grammatically correct with no typos and appropriate punctuation.

You may choose to include an image, video, links and other documents in this section.

References: This information was compiled from class presentations and notes, blogs, conversations and various websites (many listed below) with special acknowledgement to Exercise Science Career Development AHE3120 by Mary Grant, Unit Resources Handbook, College of Sport and Exercise Science, VU, 2015.

There is a vast amount of information about creating a LinkedIn profile, including:

[LinkedIn - the world's largest professional network](#)

[LinkedIn offer a series of tutorials to get started - free for members](#)

Other resources include:

[7 LinkedIn profile tips and tricks that make a difference](#)

[8 Steps to creating a powerful LinkedIn profile: Business Insiders](#)

[Ask an expert all about the best ways to use LinkedIn: JobHacker](#)

[Creating A Killer LinkedIn Profile: Tips From Link Humans](#)

[How to create an impressive LinkedIn profile for an easy job search: Melbourne Careers \(YouTube\)](#)

[How to find a job on LinkedIn, Sydney Morning Herald, 13 August 2013](#)

[Interview IQ](#)

[LinkedIn: Victoria University Careers](#)

[Using LinkedIn to find a job: Aimee's top five tips: YouTube](#)

LinkedIn jobs and information:

[LinkedIn: Jobs in Melbourne](#)

[Information about Australian companies](#)