



**University of Brighton**

Careers and Employability



# A guide to linkedin.com



**LinkedIn is the world's largest online networking platform. It's used by jobseekers to increase their professional network and find relevant opportunities, and by employers seeking to hire new talent.**

**Recent surveys show that students and recent graduates are its fastest-growing user group.**

## WHY USE LINKEDIN?

- Acting as an online CV, your profile is searchable by employers so there is no need to send them your CV.
- Your profile grows each time you include a new skill or accomplishment, share information or engage in any LinkedIn activity.
- Add content from different media like presentations, images, videos and links to create an engaging, visual and vibrant profile.
- Every time you post, you remind your audience of who you are and what you have to offer.
- Create and curate your contacts to build a bespoke network that works hard for you.

## STAND OUT FROM THE CROWD

- Customise your LinkedIn URL. You'll automatically be assigned one, but change it to a close variation of your name: [www.linkedin.com/in/\[YourNameHere\]](http://www.linkedin.com/in/[YourNameHere])
- Use a professional photo with a neutral background. Accounts with professional photos are much more likely to be viewed.
- Most people will view your profile on a mobile phone which shows just the first 42 characters of your headline. It will also cut off your "About" section after around 140 characters so make the first words count. Keep it short and punchy for skim-reading.
- Listing five or more skills will get you up to 17 times more profile-views, but don't overload. Select from your achievements and skills. Tailor to the market you're approaching.
- Pay special attention to your headline - this is your calling card. Never let LinkedIn automatically choose this for you. Look online for inspiration.
- Fully completed profiles receive up to 20 times as many views as incomplete ones.

## MAKING IT WORK FOR YOU

- Be an "active" user of LinkedIn; follow companies of interest, join groups, add posts etc.
- Get creative to make your profile shine. Write articles or a blog, add visual content and videos.
- Immerse yourself in your industry. Introduce yourself to companies directly.
- Stay on top of trends, current issues, and alert to opportunities.
- Use the alumni search to identify what fellow graduates are doing. You might get inspiration from their career journeys. Don't be afraid to reach out and ask for advice.

## UP-SKILL WITH LINKEDIN LEARNING

LinkedIn Learning is an online library of video-based training courses covering anything from study skills to programming, presenting with confidence, through to how to prepare for interviews. Written and presented by industry and subject experts, these can help with your academic development and career aspirations. Use your university user name and password for free, unlimited access.



# University of Brighton

## Careers and Employability

### HINTS AND TIPS FOR BUILDING YOUR LINKEDIN PROFILE



#### ADD A PHOTO

Members with a photo get up to:

- **9x** more connection requests
- **21x** more profile views
- **36x** more messages



#### DRAFT A COMPELLING HEADING AND SUMMARY

- Your "elevator pitch"
- Focus on your top accomplishments and your future aspirations
- Think "keywords"
- Bring it to life with a presentation or video



#### DETAIL YOUR EDUCATION

- Make sure you add in your university and your qualifications (even if still in progress)
- Select your university from the drop down list - the logo will show on your profile when added correctly
- Think keywords
- Recruiters search and filter on Education and University



#### DETAIL YOUR WORK EXPERIENCE

People with up-to-date positions receive up to:

- **5x** more connection requests
- **8x** more profile views
- **10x** more messages



#### ADD EXAMPLES OF YOUR WORK

- Upload photos, presentations and videos
- Give a dynamic, visually appealing representation of your professional story

### FURTHER RESOURCES

[www.brighton.ac.uk/linkedin-learning](http://www.brighton.ac.uk/linkedin-learning)



### FURTHER HELP

Book an appointment with one of our team via Careers Connect at

<https://careersconnect.brighton.ac.uk> or the MyBrighton app.

Or email your enquiry to [careers@brighton.ac.uk](mailto:careers@brighton.ac.uk)

The Careers and Employability team are here to help you develop your graduate attributes



CRITICAL THINKER



CONFIDENT COMMUNICATOR



RESILIENT SELF-ADVOCATE



SOLUTION-FOCUSED INNOVATOR



CREATIVE AND CONFIDENT USER OF DIGITAL TECHNOLOGIES



ENGAGED GLOBAL CITIZEN



INCLUSIVE COLLABORATOR