

## LinkedIn Profile Advice

LinkedIn has fast become a necessity in any job hunt, whether you're using recruitment consultants or going it alone. It's the biggest and best social media networking tool for professionals and, love it or hate it, it's where any potential employer will go to check out your credentials.

So, here are **our Top 15 tips** on how to get the most of your LinkedIn profile during a job hunt.

### 1. Add a photo

Having no photo creates suspicion. Everyone has at least one good photo of themselves – make sure it goes up, and make it a professional looking one – this isn't Facebook so no funny or revealing poses!

### 2. 100% completion

Completing your LinkedIn profile to 100% will increase your search ranking and will give employers a good impression. This is really simple but can be time consuming.

Use the experience section to explain what each company you worked for did and what you did there. Do include any board, advisory or voluntary positions.

For the qualification section, usually your qualification and where you obtained it will be enough. Make sure your level of qualification (e.g 1<sup>st</sup>, Honours) .

HR people and recruiters use LinkedIn for candidate searching and they do it by key words so make sure you put buzz words in here.

### 3. No mistakes

Online first impressions count just as much as face-to-face first impressions. Make sure that your profile, as well as being error-free, is succinct and articulate. Your LinkedIn profile is your e-CV and is far more visible and accessible to a far wider audience.

### 4. Who do you want to be seen as?

Every time you appear on LinkedIn your headline or personal tag line goes with you. Be aware of how and what you want to be seen as by the online community and potential recruiters. It is better to brand yourself for the job you want rather than the job you have as recruiters will often search for a specific job title when looking for potential candidates.

### 5. Write your elevator pitch

The summary box in your profile is your personal elevator pitch needs to show why you are different and the value you can bring to an organisation. Make sure it is succinct and easy to read and include some of the keywords which recruiters are likely to be searching for.

Use the second paragraph – specialties, to list your specialties. Use bullet points and avoid long sentences Add keywords as recruiters often search on this section.

### 6. Be found

Search Engine Optimisation is very important so ensure your profile is full of keywords that will attract a recruiter's attention. Look through job postings and LinkedIn profiles that appeal to you and incorporate some of the same words or phrases. In addition to job and industry-specific words, include leadership terms (Director, Manager) and action words (managed, designed).

## Getting the Most from Your LinkedIn Profile

### 7. Make it consistent

Consistency just like integrity and reliability is very important in the online world. Make sure the messages on your website, Twitter biography, Facebook page and other online sites you maintain a profile on are all consistent. Recruiters will do online searches for you BEFORE they decide whether to call you and yes, they will check out Facebook so make sure you either have your privacy settings locked down, or that there's nothing there to embarrass you!

### 8. Connect more

Make a habit out of asking to connect with people you deal with on a daily basis as you never know when these contacts will come in handy. Try to connect with as many people as possible in order to create more awareness and to sell yourself. Once connected, it is polite to say "thank you for connecting" potentially use the opportunity to mention your status and if you are looking for a new role.

Get involved in groups and discussions to help find more useful contacts and improve your profile. Ask questions, answer questions, link up news articles and other relevant information. If you add value to others, you will be noticed by people in your industry.

### 9. Get Recommendations

Having other professionals vouch for you is very powerful. People to ask are your counterparts (i.e. your customer or supplier), colleagues, your manager and even friends if it is relevant. Getting people to do this for you is not difficult but make sure that you offer to do the same for them.

### 10. Research people and companies

Use LinkedIn to your advantage and always check up on the recruiter you work with, hiring managers in the company and even potential future colleagues.

When you see a job you like on another job board, use LinkedIn as a company research tool. Check out the LinkedIn Company Page of any organisation where you'd like to work and click "Follow company." That organisation's activities (job postings, hires, announcements) will appear on your homepage and alert you to potential opportunities.

On the company pages you can find out what a company does, how many people they employ, how many connected employees etc. For instance, you can see if they have hired or fired recently as well as where these people came from/went to. If you see a wave of professionals jumping ship, you might want to reconsider that offer.

### 11. Personalise your LinkedIn URL

There is an option of making your public profile have your name in the URL. For instance, instead of [www.linkedin.com/67w84rj32wef09](http://www.linkedin.com/67w84rj32wef09) you can change it to [www.linkedin.com/in/johnsmith](http://www.linkedin.com/in/johnsmith). This will make it easier for you to be found both within LinkedIn and Google searches.

As well as your LinkedIn URL you need to think about other websites that you want your profile to display. Do take the time to put the actual title of the link in rather than leaving them as 'My company' or 'My website'. Do include links to any profiles you have on social media sites where you maintain a professional presence.

## Getting the Most from Your LinkedIn Profile

### 12. Visibility settings

Be aware of these. Every time you look at a profile, this person can see that you paid a visit. Be aware of the number of times that you access a profile as you do not want to be seen as a stalker.

### 13. Make sure you are open for business

If you are on LinkedIn and using it to look for a job you DO want to be found. Ensure your contact settings are set to include career opportunities, consulting offers, new ventures, job inquiries, reference requests.

Make sure your profile is public and, as suggested earlier, customise your public profile URL so that it contains your name. You can also include a personal email for recruiters or potential employers to contact you directly.

### 14. Update your status regularly

To build your credibility and stay on people's radar during your job hunt, regularly update your status on LinkedIn and other social networks at least every three months. LinkedIn can be your very own micro-PR machine and recruiters are looking for evidence that you are keeping your LinkedIn profile active and up to date. If you are actively (and openly) looking for a new role, then sprinkle your updates with phrases such as this: "Sam is looking for a new Senior Account Manager position in London".

*A word of warning.* Your current employer or colleagues may also be looking at your profile and you may not want to alert them to your thoughts or actions.

### 15. Persist (without pestering)

Sending follow-up messages through LinkedIn can help you stand out from other candidates. Every time you send someone a message through LinkedIn, the recruiter or hiring manager can easily click over to your profile and check out your credentials.

There are loads more helpful guides, hints and tips for your job search in the Job Seekers area of our website, just visit [www.famerecruitment.com](http://www.famerecruitment.com)

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