

Essential LinkedIn Guide



There are around 50 million current students and recent graduates using LinkedIn worldwide and they are connecting with countless employers and sourcing jobs every day. Therefore, it is an increasingly important tool to utilise in the process of gaining key work experience and securing graduate roles.

Creating a LinkedIn profile as early as possible will put you in a strong position and allows you to keep adding information as you gain experience throughout your time at university. Offer examples of skills you have developed through your course, work experience or placements, part-time jobs, volunteering and extra-curricular activities.

When you are ready to apply for jobs, you can adapt your LinkedIn profile to prioritise the skills and experience required by your target employers and/or areas of work.

What are the key differences between a CV and a LinkedIn profile?

Whilst CVs and LinkedIn profiles have a lot in common, they do act as different communication channels. Avoid simply copy and pasting from one to the other without editing the content first.

Whilst both will focus on accomplishments, you should aim to tailor and re-write your CV for different job roles, whereas, you should only ever have one LinkedIn profile.

The aim is to ensure that your LinkedIn profile complements your CV.

When writing your CV, aim to be concise and ask yourself the question “is this really necessary?” Only include details that are relevant to the position you are applying for.

However, on your LinkedIn you have the scope to elaborate on details from a range of experience. Your LinkedIn can provide further insight into your skills and experience.

CV	LinkedIn profile
Static document.	Dynamic document.
Limited in length: usually two pages (one for certain industries or recruiters).	Other than the 2000 character limit for the summary, there is no limitation in length.
No photo.	A professional looking photo is important.
Text only document.	Can include media files, such as PowerPoint, portfolio, photos, PDFs, links, etc.
Various CVs targeting different jobs and sectors.	Only one profile (you can't transfer connections if you open more than one account).
Targets a specific recruiter.	Allows you to be targeted by recruiters but also to connect with alumni and professionals to get 'insider info' on different areas of work and tap into work experience and job opportunities.

It is important to note, that whilst you can control who sees your CV, potentially anyone could view your personal profile on LinkedIn. It is therefore vital that it is kept up-to-date and its content is consistent with what appears on your CV.

Take a look at our example LinkedIn profile below to get an idea of how you can start to develop your own content. There are also a range of resources provided by LinkedIn at:

<https://students.linkedin.com/uk>



Estelle Jacobs

BA Business & Management student with a commitment to creative business solutions

University of Portsmouth
Portsmouth, United Kingdom

300 connections 

A creative and driven individual with proven communication and data analysis skills gained through a range of work experience, including an industry-specific placement with Hewlett Packard Enterprise.

My career goal after graduation is to secure a position incorporating business operations and creative business solutions to employ and develop my skills and knowledge.

Specialities and interests: strategic development; report writing; information technology; building relationships with clients; customer service; remodelling business systems; networking; and problem-solving.

Experience

Business Development Placement

Hewlett Packard Enterprise July 2016 – July 2017
London, United Kingdom

I undertook a sandwich placement year as part of my degree course, which allowed me to engage in an opportunity within the analytics team. As part of this role I:

- Received extensive training through the company's on-boarding course; participating in workshops, projects and professional and project management training in preparation for the role.
- Participated in meetings and project work that focused on developing the sales strategy; working effectively to targets and key performance indicators.
- Contributed to the evaluation of information technology being used by client-facing teams within the organisation, which led to the remodelling of several systems.
- Key skills developed as part of this placement included presentation skills when sharing information with a range of colleagues; ability to work under pressure and to manage multiple projects based on the demands on the analytics team and enhanced proficiency when using a range of software.

Make sure you choose a profile photo that is appropriate for the purpose. Remember, you want to make a good impression. Choose something with a plain background and good lighting.

In your headline aim to identify who you are and an area/or areas you are interested in and/or have experience in.

Your background summary is an opportunity to give an introduction to you; highlighting some strong skill areas, experience, career aspirations and key specialities and interests.

These are examples of some experience this student has gained through both a placement opportunity and part-time work.

You have the scope here to outline more of your experience; ensuring you are highlighting and evidencing some key skills and qualities developed.

Customer Service Assistant

Marks & Spencer

December 2015 – present

Portsmouth, United Kingdom

Having gained experience working in a customer service role, I have developed an excellent knowledge and understanding of their range of products and the diverse customer base they serve. This role involves:

- Confidently engaging with members of the public and dealing with a range of customer enquiries; demonstrating excellent communication skills and the ability to quickly establish a rapport.
- Conducting research to understand the company's competitors within the retail sector.
- Working effectively as part of a team to present products through visual sales, aiming to increase sales and revenue.

A particular highlight in this role was being awarded the opportunity to engage with a community-based initiative, working with the local Food Bank to source and collect donations in the Portsmouth area.



Education

University of Portsmouth

BA Honours in Business & Management, Predicted Second-Upper Class

2014 – present

Activities and Societies: Enterprise Society; Course Representative for Portsmouth Business School

Overall, the degree has focused on the study of multiple business functions. This has allowed me to expand my knowledge and understanding of how businesses operate within their industry, which has increased my commercial awareness.

Ensure that you incorporate some information about your **activities**; most relevant **unit and assessments**; and the range of **skills** gained throughout your degree course.

Units studied have included business accounting, business operations and systems management, quantitative methods and data analysis, strategic management and decision making.

The course has enabled development of skills in:

- Analysis and costing techniques – applying key accounting principles in a mock report for a specific company.
- Applying knowledge of process management, supply network design and contracts through case studies.
- Numeracy and descriptive statistics and how to incorporate data in comprehensive reports.

The working title of my dissertation project is 'Consumer led demand in a challenging marketplace: Exploring high street trends'.

Through this project I am aiming to produce case studies to explore the way in which high street competitors are responding to the needs and demands of customers online and in store. I am adopting a mixed methods approach with online surveys and focus groups with employees and consumers.

Volunteer Experience



Administrator Volunteer

Citizens Advice Gosport

September 2015 – June 2016

Civil Rights and Social Action

Whilst studying at university I wanted to gain some additional experience in the not-for-profit sector and therefore embarked upon this opportunity with Citizens Advice. This offered a helpful insight into the range of support offered to members of the public and I had the opportunity to become involved with the administration of a series of

workshops that engaged individuals in GAIN – a national programme supporting benefit claimants in understanding changes in the welfare system. The experience enabled the development of a range of skills, including organisational skills - from managing a diverse range of work tasks; and written communication skills – through email correspondence and report writing.

Featured Skills & Endorsements

Teamwork	Public speaking	Communication
Customer Service	Volunteering	Research
Report Writing	Training	Time Management

Recommendations

This section provides you with an opportunity to highlight and showcase the **skills** you have developed and can evidence. There is the opportunity for your connections to **endorse** you for these skills.

The **recommendations** section allows you to both receive and provide connections with what might be described as a reference. This may include information about your own and others performance within specific job or voluntary roles.

Andy Brown, Business & Management student

Estelle worked with me on multiple projects and group presentations at university. She was always a reliable member of the team and demonstrated excellent time management skills; arriving meetings on time, and consistently carried out thorough research – allowing her to contribute effective ideas to the assessments.

Received (1)

Given (1)

Accomplishments

2 Courses – Level 3 NVQ qualification in Information Technology .

British Red Cross First Aid qualification

2 Languages - English . Spanish

The **accomplishments** section may include any additional qualifications or certificates you have received; your language skills; additional projects you have worked on; and/or exceptional test scores.

Interests



Within your **interests** section you have the opportunity to follow a range of organisations and causes. This will allow relevant content and posts to appear in your home feed. This may include news, recruitment information or articles. Aim to engage with this content by liking, sharing or commenting on posts. This will **increase your visibility**.

Overall, in order to build an effective LinkedIn profile:

- Ensure you have an appropriate, professional photo.
- Update your headline to make it dynamic and target to your intended audience.
- Include a summary to introduce some key information about you.
- Use bullet points to present your information – making the content more readable.
- Get recommendations from colleagues and employers who can comment on your skills and attributes.
- Visit the **Careers and Employability Service** to receive general feedback on your LinkedIn content.