

# LinkedIn

LinkedIn is a professional networking platform that wants to create opportunities for every member of the global workforce. This tip-sheet provides you with top tips on building your profile and making the most of LinkedIn.

## 1. Why is it important?

LinkedIn's mission is to "connect the world's professionals and make them more productive and successful".

You can use it to increase your visibility, network and communicate with future employers, and colleagues.

### Your profile should showcase

- Who are you as an individual?
- What are your key skills?
- Focus on your key achievements:
  - Technical skills
  - Projects you led
  - Publications and patents

## 2. Building your profile

This is a resource to help you build your profile:

- Take your time to make it the bestselling tool for you – keep it tidy, **up to date** and **relevant** to your career interests.
- **Fill in every section** of your profile – the more complete it is, the better your chances to be found through different searches.
- Use an email you check often. Offer more than one way to get in touch (e-mail, phone).
- **Edit your URL** so that it is your name ([www.linkedin.com/in/firstnamelastname](http://www.linkedin.com/in/firstnamelastname)).
- Give **evidence** of your achievements using active verbs and quantifiable data.

*E.g. Supervised and mentored a total of 19 students to completion – 3 PhD, 14 MSc and 2 BSc projects in Chemical Engineering.*

## 3. LinkedIn profile sections

A LinkedIn profile has the following sections:

[Intro](#) - [Background](#) - [Skills](#) – [Accomplishments](#)

### Intro

#### Photos

Use a professional headshot for your profile photo.

Use a background photo that represents you, or your passion.

### Headline

You have 120 characters to say what makes you stand out and get recruiters or future employers to click your profile:

- The headline can include:

Your qualification | Your Industry/Area of Expertise | Your 'So what?'

*E.g: PhD in Neural Networks | Python developer with 5+ years' experience | Secured £100K in business ventures.*

- Make it an elevator pitch.
- Give details, be succinct, showcase your expertise and skills with key achievements.
- Showcase your 'So what?'

### Industry

This field is not shown in your profile, but it is a searchable feature that allows recruiters and employers to find suitable candidates.

- Over 120 categories to choose from.

### Summary

Think along these questions when you craft your profile summary: what do you really want others to know about you, if they read nothing more? What are your key selling points?

- 3-5 short paragraphs.
- Be warm and welcoming – show your personality.
- Be specific in your values, and motivation.
- Showcase your goals and ambitions.
- A summary can include – (adapt to your career interests and personal style):

*I'm a [define yourself] with [#] years' experience in [name of area of interest].*

*I'm passionate about [what results you achieve] for [companies, partners, or clients], and I've spent the last [#] years using my expertise in [skill], [another skill], and [skill].*

*I've been [published, recognized, or awarded] by [funding body or organization] for my [research, work, achievements].*

*I'm currently seeking [opportunities you're pursuing on LinkedIn], so if you'd like to work together, contact me by [method of contact].*

### Contact info & Media

- Add links to your professional pages / portfolios.
- If you have media coverage or presentations, you can share them here.

## Background

### Work experience

- Evidence achievements from your employment relevant for your career.
- Showcase your interests.
- Add a current role even if you are looking for a job - make it the future role that you want.

*E.g: Biomedical R&D project manager experienced in strategic planning, program evaluation and budget management.*

### Education

- Add your qualifications (BSc to PhD).
- List your key achievements from your qualifications and make them relevant to your profile goals.

### Skills

- List all your skills – LinkedIn allows you to highlight your top 3 skills.
- Ask for endorsements from friends to reinforce your skills.

### Accomplishments

You can add evidence of your achievements as 'Publications', 'Patents', 'Projects' and, 'Honours & Awards'.

## 3. Using your profile to network

- Add your LinkedIn profile to your email signature, CV and personal/professional page.
- Find people in the field / companies you want to work in by [searching terms](#) on the search field (e.g: 'Environmental consultant').
- [Endorse](#) people that you know for skills they have and request an endorsement back. Ask people to be specific:

*How do they know you?*

*What did you do for them?*

*How do they feel about your performance?*

*What is it like to work with you?*

- Follow people who [are already where you want to be](#) (business / industry).
- Send [personalised comments](#) to congratulate people on their new positions/profile updates.
- Send [personalised connection requests](#) to people you want to connect with – let them know where you've met them or why are you reaching out to them.
- When accepting a connection reply and send them a [personalised message](#) (find this function by going to 'My network' / 'Manage all' / 'Reply to').
- When asking for an [introduction](#) personalise it and add a small summary for the other person to forward it to their contact.

*Where do you know this person from?*

*Who do they know you want to connect with?*

*What's in it for you?*

*What do you want to talk to them about?*

*Small summary about yourself.*

## How often to engage with your profile?

### Daily:

- Like, comment and share posts.

### Weekly:

- Post your own content.
- Add new contacts.
- Reach out to old contacts – networking is a two-way relationship.

### Monthly:

- Update your profile.

## 4. Searching for jobs on LinkedIn

- Update your [career interests](#) on the LinkedIn Jobs page and get email alerts.
- Use the [job filters](#) and check the 'Jobs you may be interested in' section – this gives you a better idea of [job titles](#), [companies](#) and [key words](#).
- Follow companies that you are interested in – find out if you have any connection working there and reach out to them – ask them for an [introduction](#).
- Check if the companies you are interested in are hiring and search their job openings to see [job titles](#), [role descriptions](#) and [person specifications](#).

### When looking at potential employers:

- Research the company's page on LinkedIn – learn about their culture, the kind of people they look for, news and updates – follow all links.
- Look at current employees and search for terms you might be interested in ('patent', 'consultant', 'engineer').

**Pro-tip:** [LinkedIn Premium](#) has an offer of a one-month trial – if you are actively looking for a job it is worth using it to directly contact people.

## 5. Do's and Don'ts

### Do:

- Change your privacy settings when you're building your profile so that people don't see all the small changes you are making.
- Be specific in your headline.
- Showcase what you can do for your future employer – skills and expertise.
- Make sure you repeat key words when filling out all sections.
- Make your profile public – search yourself.
- Never stop updating.
- Proofread – your profile has many sections and you want to look your best in them all.

### Don't:

- Use LinkedIn like other social media – keep it professional.
- Skip personalisation of your profile.
- Forget to follow-up on connections.
- Sound desperate – do not use clichés like 'Actively seeking opportunities' – show your value.

Contact us:  
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