Creating your LinkedIn profile

LinkedIn is the largest professional networking site with over 500+ million members worldwide. This guide has been designed to help you create a stand-out LinkedIn profile and make the most of opportunities to connect and network with professionals from all employment sectors. Don’t forget you can also have your profile checked by a member of staff at our Jobs Hub Drop In which runs Monday to Friday 1pm to 4pm in the Employability Hub.

**Photo:** Your photograph should create a professional image, business wear is best.

**Headline:** Briefly explain what you do/your aspirations and why an employer should view your profile.

**Aim to make 50 connections:** These can include work colleagues, previous employers and class mates.

**Summary:** This section should be approximately 150 words outlining your career goals and interests, key relevant experience highlighting your skills and achievements.

**Experience:** List all relevant paid and unpaid experience, including job title and employer or voluntary organisation. Provide an overview of each role with a focus on achievements and outcomes. Attach relevant documents e.g. Images of an event you organised.

**Top Tip!** Check your spelling and grammar! A flawless profile will make a strong impression.

**Top Tip!** Join relevant industry groups to connect with employers in your sector and get involved with online discussions.

**Top Tip!** Keep your profile up to date. Your profile can be viewed at any time so make sure it is accurate and reflects your most recent achievements.
**Education:** List the details of your qualifications including the course title, name of the university and predicted or final grade. You should provide some key modules or projects from your degree, highlighting the skills and knowledge you have gained/developed. This will provide an employer with a greater insight into your study and level of skills.

**Top Tip!** If you don’t yet have relevant work experience you could choose to put your education section first, particularly if your degree is relevant to your chosen field.

**Skills:** This is your opportunity to list the skills you have gained throughout your work and education experience. We recommend you list at least 8 skills.

You can list both ‘hard skills’ eg. Excel and ‘transferrable skills’ eg. Leadership

**Top Tip!** When you begin applying for jobs you should adapt your skills section to suit the role/sector.

**Recommendations:** Almost like a short reference, ask classmates, tutors or managers who have worked with you closely to write a recommendation. This gives further evidence and credibility to your skills and experience.

**Following:** Follow 5 or more companies of interest to keep up to date with their latest news and vacancies.

Visit https://students.linkedin.com/uk for more advice and support on making the most of LinkedIn.

Job searching via LinkedIn in: Check out https://uk.linkedin.com/jobs/

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**Careers & Employability Support**

If you are interested in learning more about social media and finding opportunities read our Using Social Media for Job Hunting Guide www.mmu.ac.uk/careers/guides