

Your guide to getting the most out of

# LinkedIn

LinkedIn is the only major social network focused exclusively on business professionals



Including a photo in your profile



times more likely to be viewed by fellow members, prospective recruiters or employers

Oh hello!



When you're job searching and don't want your employer to know that you're updating your LinkedIn profile, it's a good idea to turn off your activity broadcasts

Nearly one third of the working population has a linkedin profile  
**2** users join per second

## Develop your online brand

Customise your public url:

By default, your LinkedIn profile URL will consist of random alphanumerical characters. Customise your url as follows:

1. Settings
2. Edit Public Profile
3. Customize Your Public Profile URL.

### Determine your goal:

Who is your desired reader?  
Write your profile with your desired reader and goal in mind

### Include your contact info

Email and mobile number so interested recruiters can contact you.

### Say cheese!

Have a photo that supports your brand.  
A photo makes it **8** times more likely that your profile will be viewed!

### Make the most of your headline:

This will come up with your photo in all search results.  
Do not write "NCI student" or "job seeker"!

### Be specific:

You have 120 characters to communicate what you want and what you can offer.

100% complete

100% complete profiles have a 40% better chance of success than incomplete profiles

- Your industry and location
- An up-to-date current position
- Two past positions
- Your education
- Your skills (minimum of 3)
- A profile photo
- At least 50 connections

## Add LinkedIn To Your Email Signature

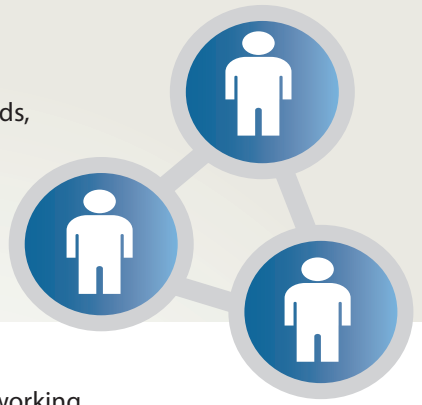


### Keywords

The more industry relevant keywords you have in your profile, the more likely you are to appear in a recruiter's search.

## Develop a network:

**Create a quality network:** Connect to friends, relatives, work colleagues, internship supervisors, classmates, alumni, email contacts, group members and those recommended in the “people you may know” feature. Don’t use the generic “I’d like connect on LinkedIn” note - **customise your request.**



### Join groups:

Groups are a great source of networking contacts, job search advice, job listings and will keep you at the forefront of your industry’s discussions with daily updates.

### Network with alumni!

Check out alumni of NCI or any other College based on what area they are working in, when they graduated, what companies they are working with. [www.linkedin.com/alumni](http://www.linkedin.com/alumni). Join the NCI Alumni Group on linkedin!

### Post status updates.

Build your credibility and stay on people’s radars by regularly liking / sharing relevant posts - reference relevant articles, interesting events, good news about your work etc.



## Extras

**1. Add multimedia, photos, documents, videos to your profile:** Showcase your successes by uploading photos, documents & presentations to updates and almost all sections of your profile

**2. Add sections to your profile:** Highlight volunteer experience, projects, foreign languages, test scores, awards certifications by adding extra sections to your profile.

**3. Get recommendations:** Ask referees to post a testimonial on linkedin

**4. Who’s viewed your Profile:** See what recruiters and companies are looking you up! Are your keywords and profile effective? If you are not getting views perhaps your profile needs more work!

**5. Skills Endorsements:** Endorsements are an easy and effective way for your contacts to validate the skills you have highlighted and to give your brand credibility with recruiters.

**6. Prepare for interviews:** Before an interview, look at both the company’s LinkedIn page and your interviewer’s profile. Look up other staff who are working there or have worked there in the past !

**7. Job Search:** Go beyond the job search facility and search “updates” for graduate roles or internships as follows:.... Intern (seeking OR recruiting OR looking OR hiring OR vacancy OR Opportunity) then narrow location to Ireland.

How can the NCI Career Development & Employability Service help?



- **Watch out** for regular classes on LinkedIn throughout the year
- **Ask us** to take a professional headshot you can use on your linkedin profile
- **Print out** your profile and bring it to the weekly CV clinics for review!