

Your LinkedIn Profile

Step-by-Step Guide



WHAT'S LINKEDIN?

LinkedIn is a platform on the same par as Facebook or Instagram, however, this social network is focused solely on professional networking and the development of your career. It's almost as if your CV is available online for professionals to view – you can showcase your achievements, portfolio, and search for jobs while building a social presence and connecting with other professionals.

Due to advances in technology and, more significantly, the impact of COVID19 on the job market, more and more hiring managers are using LinkedIn to source candidates. Hiring managers have a huge online presence on LinkedIn and having an impeccable profile can really draw their attention to you – if you want them to, that is. Around 6,000 people are hired through LinkedIn everyday with more than 20 million open jobs on LinkedIn Jobs!

Your LinkedIn profile is also important because with the right maintenance, you can build trust and credibility through validating your experience, skills and interests as a human being and not just a piece of paper.

There is fantastic opportunity for networking and referral through LinkedIn, too, not to mention the number of jobs you can apply to!

SETTING YOU UP

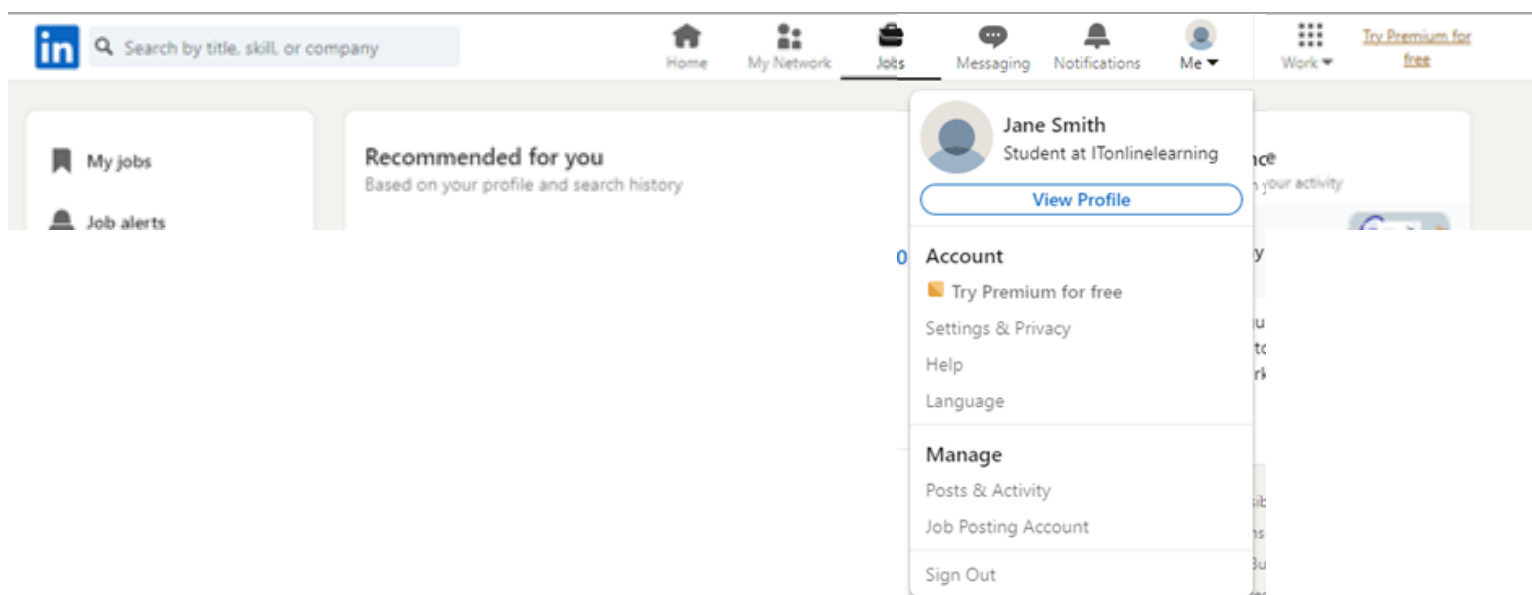
I would recommend using a desktop computer or laptop when setting up your LinkedIn profile so that you can get a real feel for what your profile is going to look like to recruiters viewing your profile while hiring.

Log into www.linkedin.com and Sign In. If you do not have a LinkedIn profile, click Join now and respond to the respective prompts.



You will be required to fill information in such as your email, name, current role title, and the reason why you have decided to set up your LinkedIn profile.

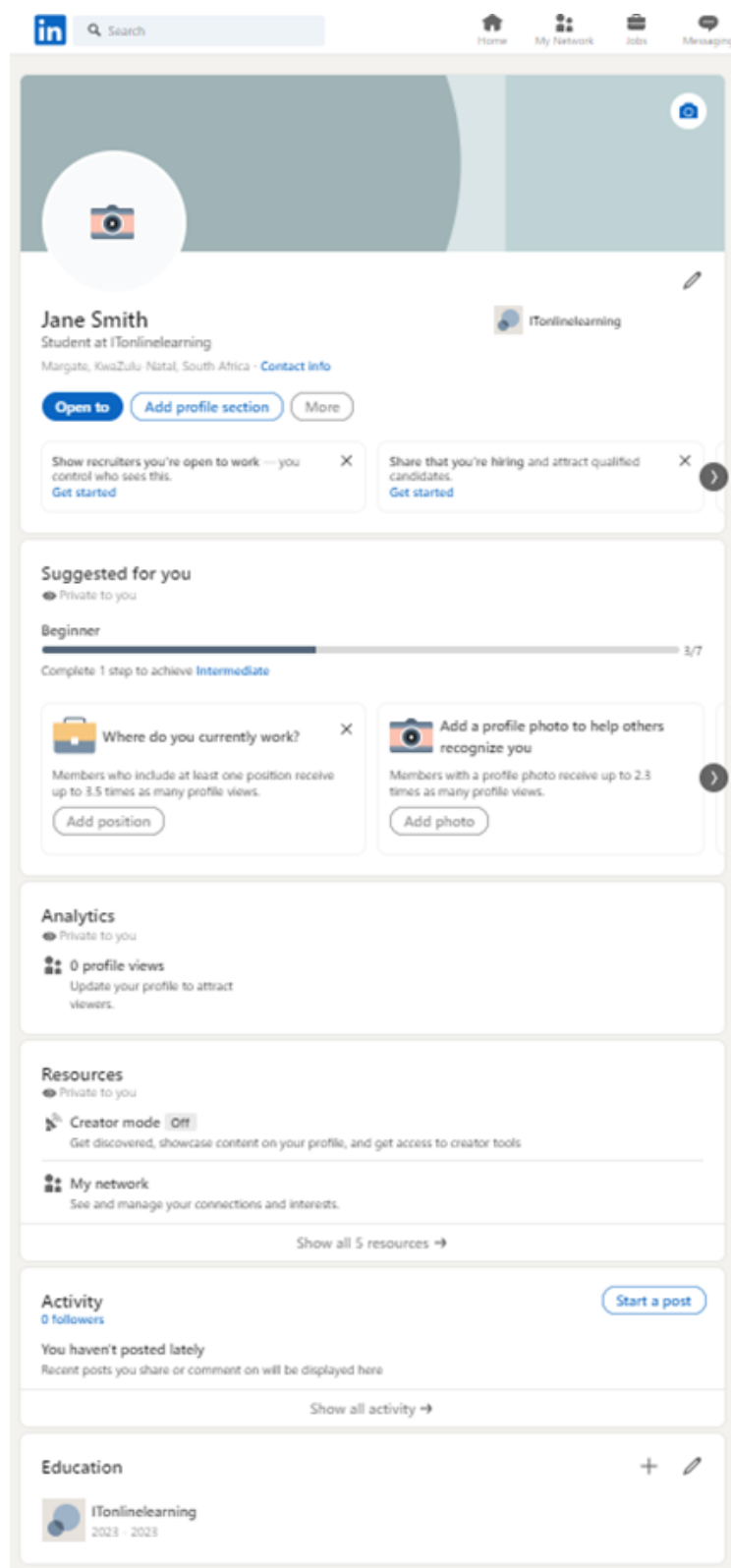
Once you have completed this, you should see your feed or home page. From here, you will have to navigate to the 'Me' Icon and proceed to click on 'View profile'.



STARTING YOU UP

You can see we're starting off with the bare bones of a LinkedIn profile.

Even if you already have a LinkedIn profile, I highly recommend you go through each step with us to identify areas that could use some work or optimisation.



BANNER PHOTO / BACKGROUND

The banner photo is located above your name and behind your profile picture. The point of the background photo is to define you as an individual and provides a great element of personality! Sometimes it can provide a pop of colour or a touch of flair – whichever is more fitting to you as an individual.



How you create a banner photo depends on who you are and how you want to present yourself. LinkedIn is your personal brand, so you need to decide whether you are a quirky individual or more minimalistic in your approach to tasks and work.

It's important that you do not make this too busy or overwhelming as a recruiter might not be interested in reading the rest of your LinkedIn profile! That's the reason why we also advise against using too much if any text on here. Another dos and don'ts tip is to avoid reiterating what your name is: it's unlikely that you will have someone taking a look at your banner photo without seeing your name.

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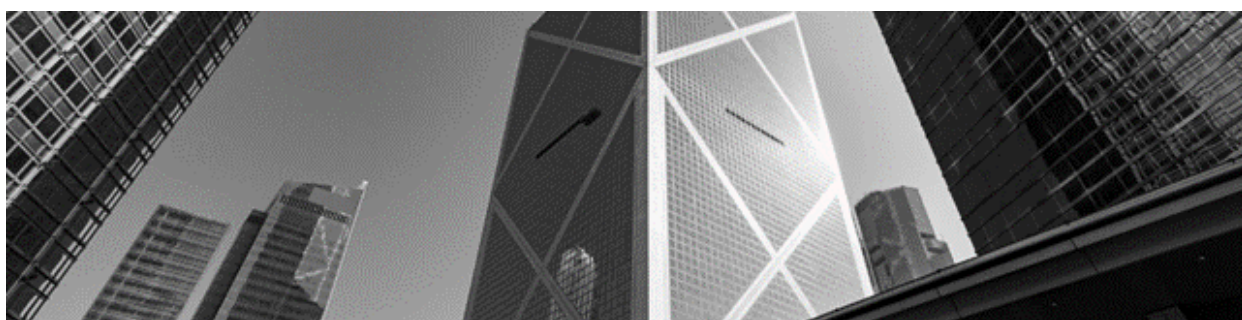
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CONSTRUCTING YOUR

BANNER PHOTO / BACKGROUND

Lastly, if you are really not a creative person or if you are focusing on securing corporate positions, we would advise that you use one solid photograph, for example –



PROFILE PHOTO

Everyone with a social media account should know what a profile photo is – and I know we wouldn't all admit it, but we definitely spend a good amount of time poring over whether each photo is suitable for each social media.



Choosing a profile picture for your LinkedIn profile is just as difficult and the pinnacle of your profile! Be careful when choosing one. Here are few good tips to follow when making your decision:

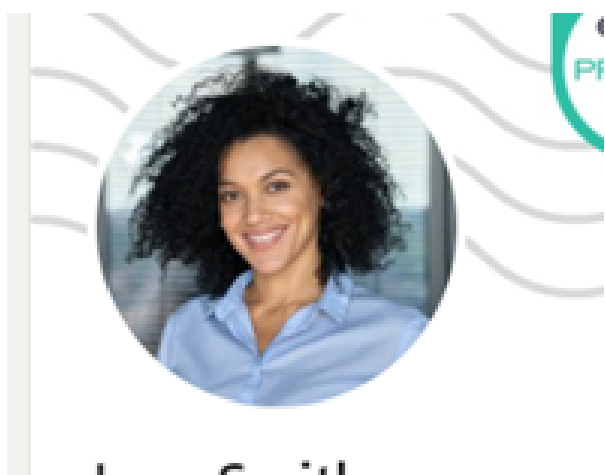
1. Choose a photo that looks like you.
2. Low-resolution or bad quality images can negatively affect your professional credibility if seen by a recruiter or hiring manager.
3. Ensure you are the only person in the picture. It would be advisable to have somebody else take the photo so that we're not trying to secure roles with a selfie, however, nobody else should be in it with you.
4. Smile! You want to look approachable, professional and, most of all, human!
5. Ensure your face is focal point of the frame with a plain, ordered background or at least a blurred background.
6. If you are looking to secure a high-end corporate position, go for something very formal. If you are looking for something professional but more relaxed, just a button-up will do. If you are looking for something that is more on the casual side, you might want to wear something comfortable but more smart than formal or professional.
7. Take the photo in natural light to make the photo less artificial and more personal & genuine.
8. Remember that your profile picture will also tell your viewers what kind of person you are.

CONSTRUCTING YOUR PROFILE PHOTO

After choosing, simply click on the camera icon and select your photo. You also have the option to add a filter or make adjustments if you feel it is necessary.

You can set your profile picture by clicking on the camera icon and you can change it by clicking on the photo and selecting 'Change Photo'.

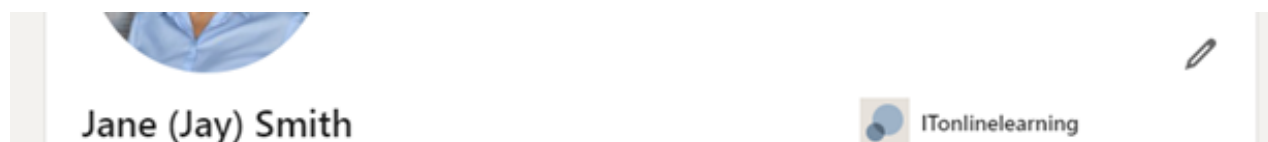
Jane wants a professional role but not one that's too corporate, so she has selected a recent photograph in a smart blouse. Here's what we're working with:




Another opportunity you have here is to add an open to work banner. This makes it clear that you are looking for positions and increases your visibility. You can do this by entering your profile photo, selecting 'Frames' and selecting Open to Work.


N A M E


Your name is, obviously, the name on your LinkedIn profile.



If you input your name incorrectly or do not fill in your full name (and no, we don't mean all 7 middle names you have, we mean your name and surname), it can make it difficult for other professionals to find you and connect. Additionally, having your full name just increases your credibility.

 Your name will have been automatically populated on LinkedIn when you signed up, however, you can change it using the pencil in the top right corner of the introduction section we're working on.

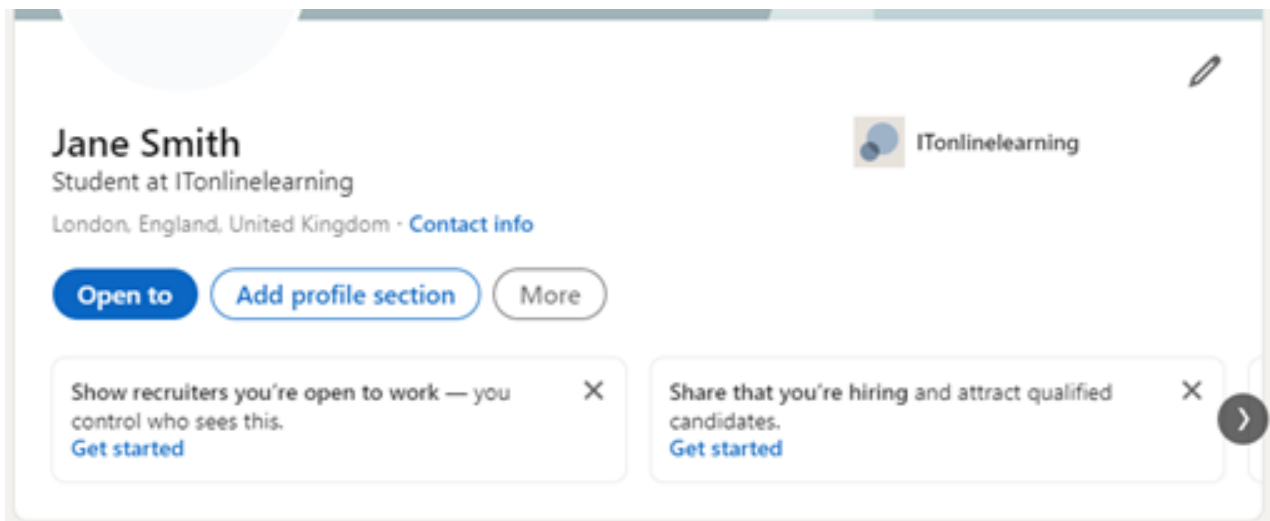
 In this space, you can also include your preferred pronouns with any additional names which will be displayed in brackets on your profile.

 Another popular feature is the Pronunciation feature on LinkedIn where you can record an audio saying your name to ensure people who view your profile know how to pronounce it correctly.

*Some of these features are only available on LinkedIn Mobile.**

HEADLINE

Your LinkedIn Headline can be located directly below your name and will be an automated input done by LinkedIn when you sign up. The reason why your header is so important is because it gives your viewers a better summary of who you are and what you plan to do. For career changers, though, it might be a little different to set up!

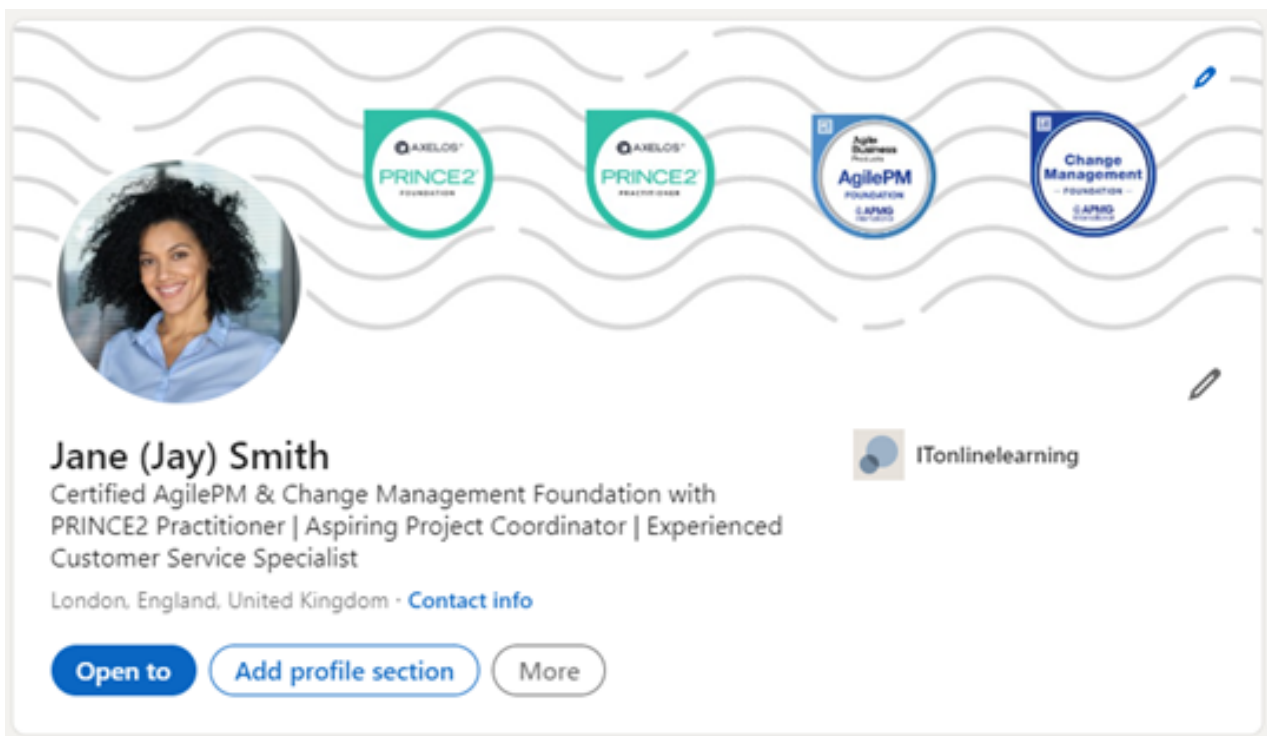


Remember that whatever you do, you only have 120 characters to make the first impression, so use them wisely! Here is a formula you can use to optimise your LinkedIn header, depending on where you are in life and where you want to go.

Currently we have Student at ITonlinelearning which is true, but we want this to pack as much punch as possible so let's make some changes. First and foremost, if you are a career changer versus someone wanting to stay in the industry and role you're in, your headlines will be different.

CONSTRUCTING YOUR HEADLINE

For a Career Changer with New Certifications, you would structure it:
Certification | Role You Are Aspiring to Fill | Main Work Experience



For someone who is Currently Employed and Not Really Looking, you would have your:

Job Title | Company Name | Valuable Skill

For Example: RF Technician | Vodafone | Certified PRINCE2 Foundation and CompTIA A+

TIP ALERT!

If you are only open to certain roles or you would like to advertise that you are open to work, select the “Open to” option and select “Finding a new job”. Select and tweak this according to your own preferences and be sure to save your changes. You can also change who can view your preferences and who can see you are open to work –

Add job preferences
✕

Tell us what kind of work you're open to

Job titles*

Project Manager ✕

Project Support Coordinator ✕

Project Support Officer ✕

Project Administrator ✕

Add title +

Workplaces*

On-site ✓

Hybrid ✓

Remote +

Job locations (On-site)*

London, England, United Kingdom ✕

Choose who sees you're open

All LinkedIn members
This also includes recruiters and people at your current company.
Adds the #OpenToWork photo frame.

Recruiters only
People using LinkedIn Recruiter.
We take steps to not show recruiters at your current company, though can't guarantee complete privacy.

[Learn more about your privacy](#)

Start date

Immediately. I'm actively applying

Flexible. I'm casually browsing

Job types

Full-time ✓

Contract +

Part-t

Choose who sees you're open *

You decide if you want only recruiters or all LinkedIn members to see this.

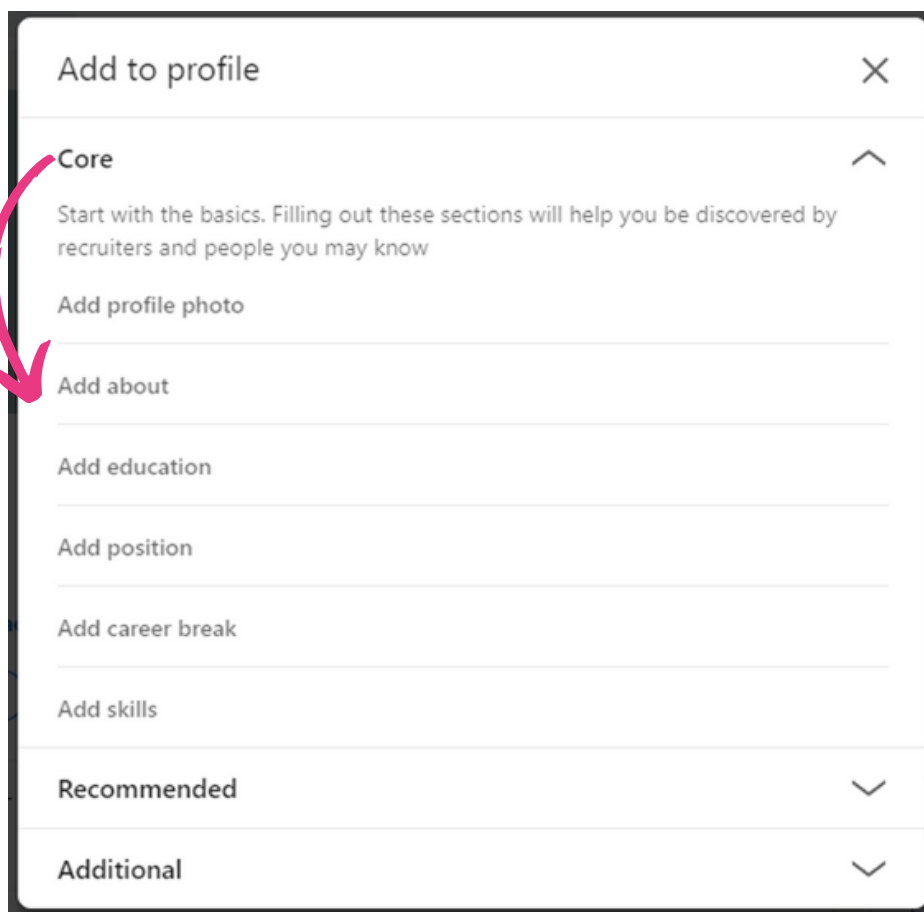
▼

Add to profile

PROFILE / 'ABOUT'

Next up we must add a profile section, specifically, your profile or professional summary. This is called your About section in LinkedIn.

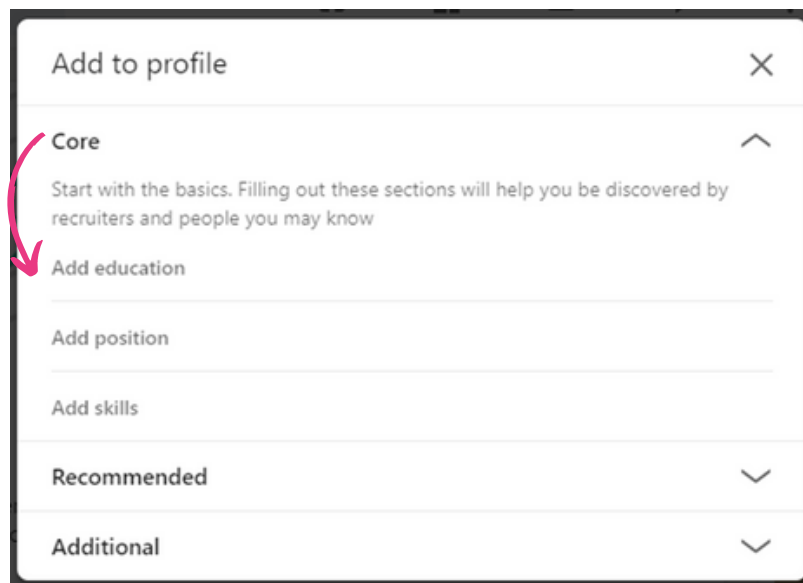
You can select Add Profile Section and About to get here.



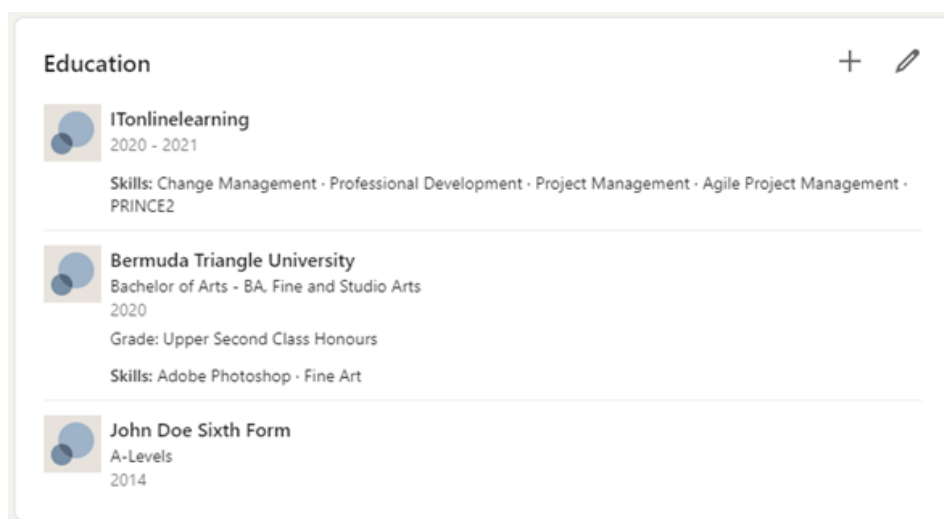
This will be your "About" Section on your LinkedIn profile. Basically, it's your professional summary and it is advisable that you use the summary from your CV to fill this in. It is so important to have the actual content of your CV in your LinkedIn profile to act as a mirror – should a hiring manager or potential employer note any inconsistencies between the two, it is safe to assume that they will not likely proceed with your application.

EDUCATION

As with the profile, simply copy and paste the information from your CV into your LinkedIn profile in order to ensure consistency. You can select Add Profile Section and Education to get here.

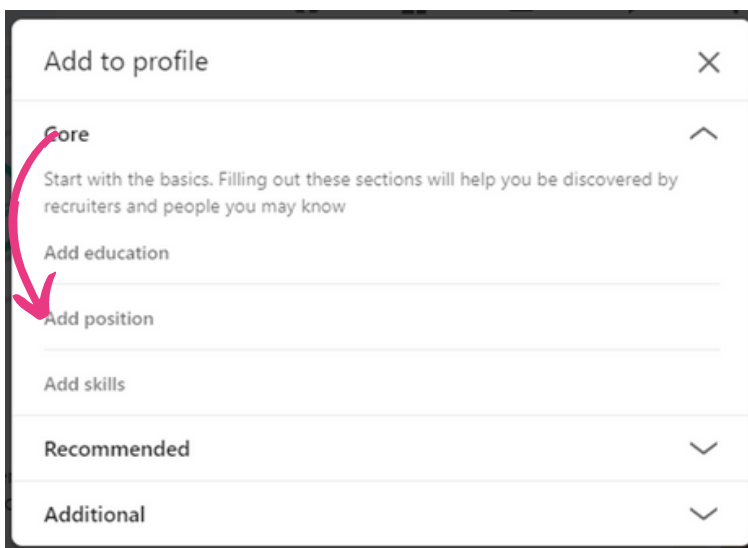


Don't forget to double check all dates, institutions, degrees, or courses as well as any achievements in the description, for example, Second Upper-Class Honours or Distinction Obtained. Just like your CV, your Education should also be listed in reverse chronological order.

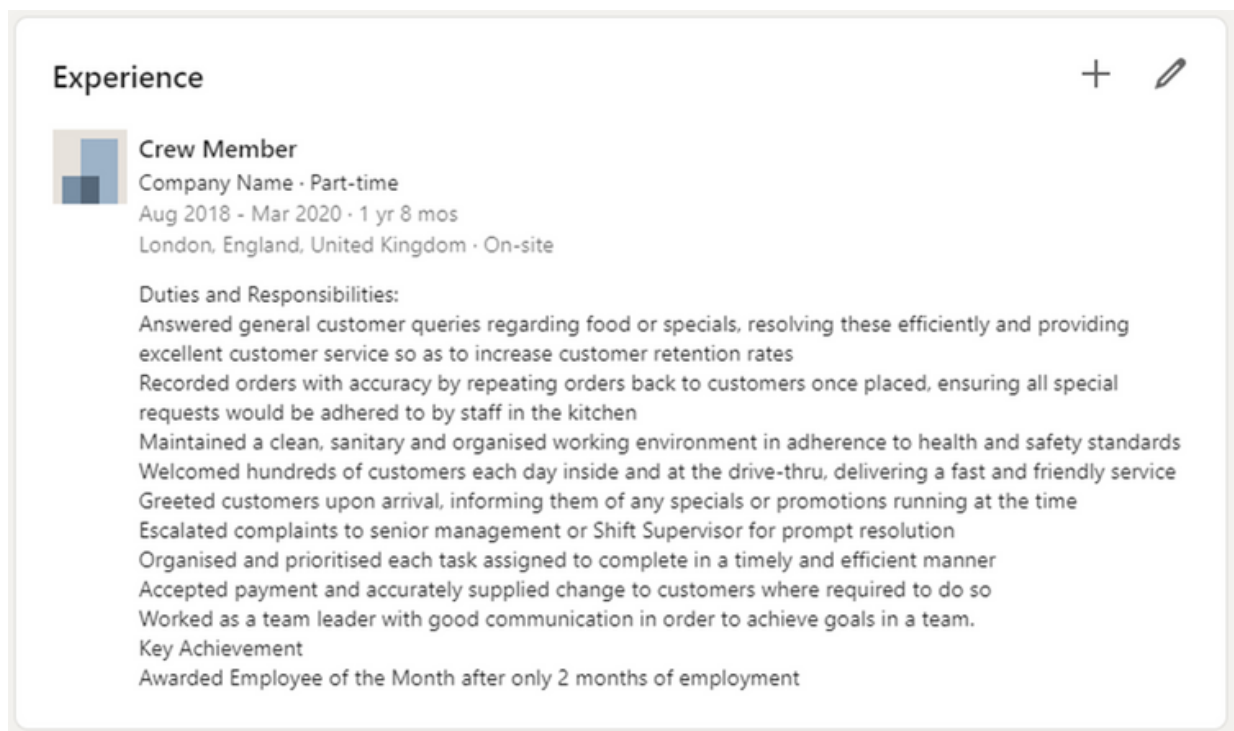


WORK EXPERIENCE

As with the profile, simply copy and paste the information from your CV into your LinkedIn profile in order to ensure consistency. You can select Add Profile Section and Add position to get here.

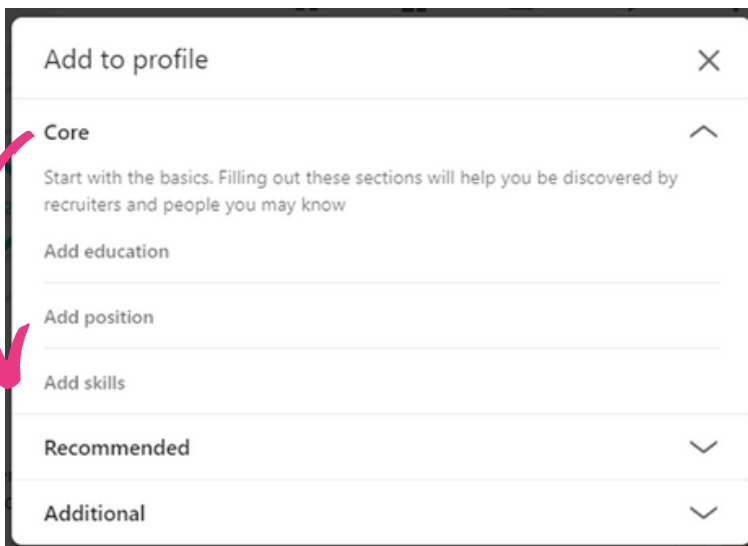


Don't forget to double check all dates, workplaces, role titles, and duties and responsibilities for accuracy and to correct grammatical errors (which shouldn't be in your CV). Just like your CV, your Work Experience should also be listed in reverse chronological order.



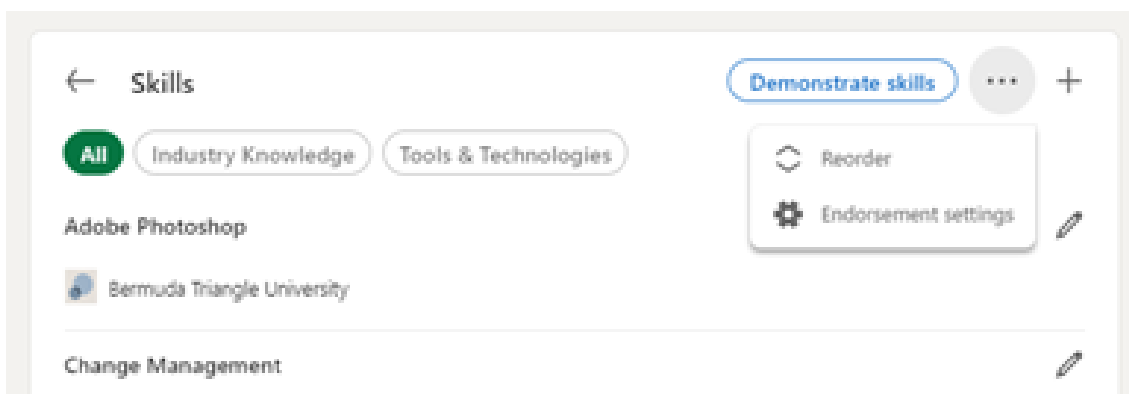
SKILLS

The great thing about skills is that you can never have too many! I would advise making use of the space you have for 50 skills completely. As with the profile, simply copy and paste the information from your CV into your LinkedIn profile in order to ensure consistency. You can select Add Profile Section and Add skills to get here.



You can use the Skills section of your CV to carry skills over. Soft, Hard, and Technical skills can be used so be sure to include everything!

Your top 3 skills (or the 3 skills listed at the very top of your skills section) should be closely aligned with the roles you want to fill. If you need to reorder your skills, you can do so by entering the skills section, clicking the three dots or options, and then selecting 'Reorder'.

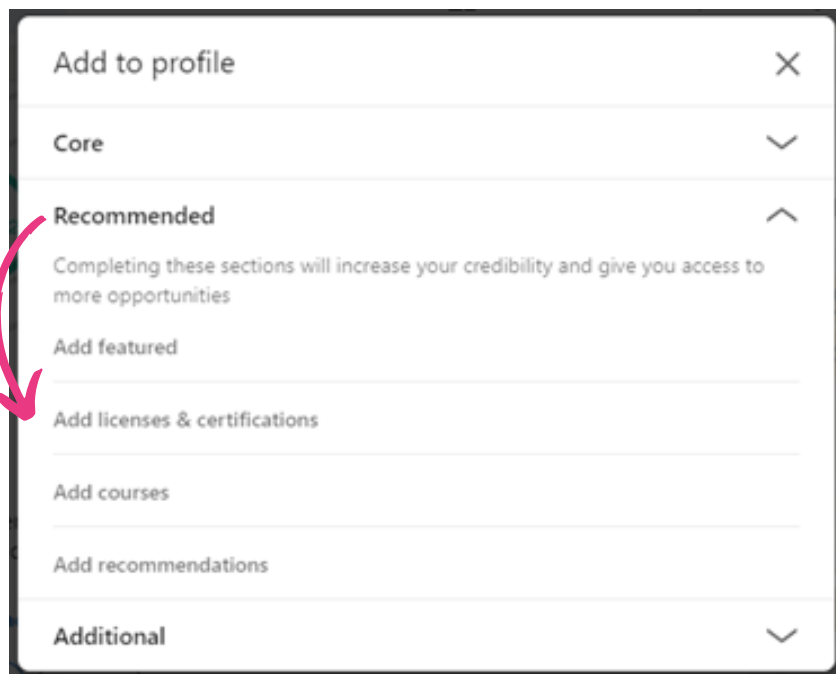


CERTIFICATIONS

Certifications are listed under Recommended instead of Core. This is absolutely critical as you have worked incredibly hard to obtain your certification/s!

After spending so much time, money and effort on obtaining these, don't forget to insert these achievements into your LinkedIn profile. This is the place where you can boast about your accomplishments, and nobody can judge.

To add your certification to your profile, use the following steps:
Add Profile Section > Recommended > Add licenses and certifications



CERTIFICATIONS

Add license or certification

* Indicates required

Name*
PRINCE2 Foundation

Issuing organization*
PeopleCert

Issue date
March 2021

Expiration date
Month Year

Credential ID

Credential URL

Skills
Associate at least 1 skill to this license or certification. It'll also appear in your Skills section.
[+ Add skill](#)

[Save](#)

Please note:
ITonlinelearning will not be the issuing organisation, this is exclusively for the awarding body such as CompTIA, PeopleCert, Axelos, BCS, APMG International, Microsoft, DMI, CMI, and so on.

Be careful of combining Foundation and Practitioner courses as Practitioner courses often have expiry dates.

License/Certification	Issuing Organization	Issue Date	Expiration Date
AgilePM Foundation	APMG International	Issued Aug 2021	
Change Management Foundation	APMG International	Issued Aug 2021	
PRINCE2 Foundation	PeopleCert	Issued Mar 2021	
PRINCE2 Practitioner	PeopleCert	Issued Jul 2021	Expires Jul 2026

If you combine them, it will seem as though the Foundation and Practitioner both expire in a certain amount of time whereas if you do not include the expiry date, it is not wholly transparent.

FEATURED

Your featured section would include any documents you would like to showcase. Many people add their CVs to this section but this is not something we advise you to do as it is too easy for someone with ill intentions to use your personal information and contact details inappropriately.

Other kinds of things you can include in your featured section include portfolios, certificates (with important information redacted), awards, photographs, presentations, videos, and more.



COURSES

Courses you have completed online/additional training. The difference between your courses and certifications will be the fact that certifications are issued by an official awarding body. In other words, certifications are there to validate and to authenticate your skills (usually issued by an industry leader) and are formal acknowledgements of certain characteristics of an individual.

Try to use the name of your certification followed by 'Certified' to see what it sounds like; if it doesn't fit, you probably have a course and not a certification. For example, Certified in Managing Remote Teams versus Certified in PRINCE2 Project Management. Courses are there to help you learn, grow, and build your skills so they fall into training more than they fall into credentials.

It's also important to note that if you have done a certification but not sat the official exam, you are not certified. So if you have a Certificate of Completion, this will be a course, not a certification. You will only be issued a certification if you have sat an official exam and passed.



RECOMMENDATIONS

Recommendations are the digital versions of referrals and letters of recommendation. The best way to get a referral is to ask for one! The more credible your referrer is, the better. Think of people you have worked with in the past, clients, managers, and leave them genuine recommendations before requesting that they submit a recommendation for you.



LANGUAGES

If you can speak more than one language, it will definitely be beneficial to add! You should be adding languages even if you do not feel they are beneficial for the area or industry you work in. Speaking an additional language can be a fantastic starting point of conversation and shows that you have gone above and beyond to connect with other individuals in a way that they can understand.



VOLUNTEERING

Assuming you did the volunteering willingly, this is fantastic to add to your LinkedIn profile because it shows a commitment to going above and beyond for something that brings you, well, nothing. It also shows you where your dedication lies in terms of the kinds of organisations you have done volunteering for. Jane has volunteered at her University as a Gallery Assistant and so that shows she is passionate about art & culture.



PRESENTING...

THE NEW LINKEDIN PROFILE

You should now have a LinkedIn profile that is comprehensive and accurate!

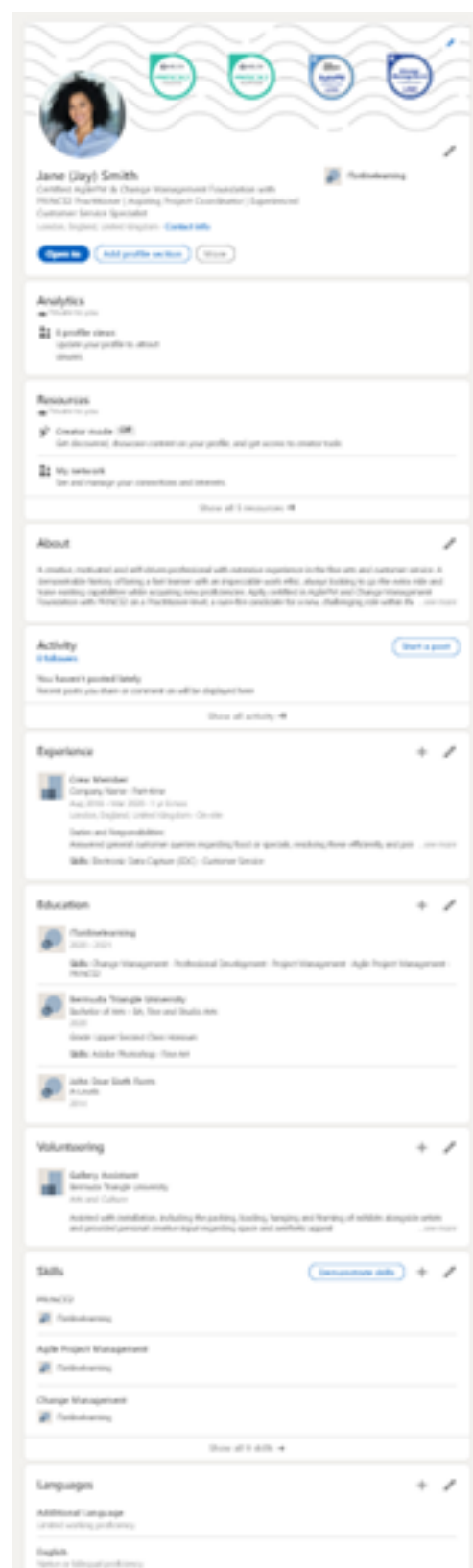
The most important thing to remember when doing your LinkedIn profile, however, is to remain honest and true to yourself.

You might be thinking that you have the best LinkedIn profile in the world now that you have completed it!

Wrong.

In order to have and maintain the best LinkedIn profile, you'll need to continue networking and being active on LinkedIn.

LinkedIn is not called a **social** media for nothing, so be sure to use it for what it was made for!



Questions about employability?

Get in touch with our specialist Recruitment Department!



recruitment@itonlinelearning.com



+44 (0) 1795 412 697



Accredited courses



Full Career Support



Flexible Finance Options



Job Guarantee