

## GROW YOUR ONLINE

# NETWORK



**L**inkedIn is the largest professional networking site available today, reporting more than 500m users in over 200 countries and territories in April 2017.

But the popular platform offers more than just a means to connect and stay in contact with millions of users; it is also a leading tool for helping individuals to expand their networks, exchange knowledge and ideas – and find relevant jobs in their field.

LinkedIn allows you to:

#### MARKET YOURSELF

LinkedIn helps you to reach a much wider audience and publicise your experience to recruiters, organisations, existing connections and specialist groups.

Make sure you aim for an ‘all-star’ completed profile. Recommend and endorse your connections’ skills, past work or projects; it’s a two-way system.

#### STAY UP TO DATE

LinkedIn helps you to find groups and experts to learn from and engage with. By joining groups that you are interested in, you can ask questions, share knowledge and experience and learn more about current news and thinking in your industry. Follow companies and influencers and let the information come to you. Use a learning library to enhance personal development (*only available with Premium access*).

#### RECONNECT

As well as searching for jobs and opportunities to support your career development. You can use LinkedIn to find people by keyword, title, industry, location, company, function, experience level and more. You can also reconnect with people by searching for your school or university.

**Tip:** when sending an invitation to connect, always include a note explaining why you want to connect and how the other person can benefit from your contact – it can reduce your chances of being ignored.

**“LINKEDIN HELPS YOU TO MARKET YOURSELF TO A MUCH WIDER AUDIENCE.”**

#### BUILD YOUR PROFILE

##### 1. Introduction

This is your chance to let connections, employers or recruiters know more about you. It’s an opportunity to market yourself, attract interest and make someone continue reading about you.

- Write a professional and personable summary of yourself
- The profile you have already prepared for your CV may be helpful to use in this section
- Make sure it is tailored to what you are marketing about yourself, your career goals or experience
- Recruiters and hiring managers search by keywords, so add as many relevant ones as possible e.g. Manager | Change | Project | Financial Services or Head of Global Sales and Business Development | Financial Services | Mentor.

##### 2. Photo

Always upload a professional, but

personable, photo. Avoid group photos; it’s best to upload a picture that is just of you.

##### 3. Contact information

- Include as much contact information as you feel comfortable sharing. Ideally include a personal email address
- Change your LinkedIn profile URL to a personalised URL (go to ‘Privacy & Settings’, then ‘Privacy’) so it reads [uk.linkedin.com/in/firstnamelastname](https://uk.linkedin.com/in/firstnamelastname). You can add this URL to your email signature and on your CV
- **Do not** add your full date of birth. Month and date is fine, not the year you were born.

##### 4. Experience

- Add an overview or one or two sentences about your position at each company you have worked with. In some cases, you may also want to explain what the company does/did
- Be sure to add correct dates as well as connect each employment to the right

TERESA ROBERTSON explains how to use LinkedIn to build and engage with your professional network.



## KEY FEATURES

### HOME PAGE

Get to know your Homepage well and view it daily to stay up to date with the latest news in your network. Some of its great features include:

- LinkedIn Today – news featured by LinkedIn
- Network activity updates – including newly formed connections
- Suggestions of people you may wish to connect with, influencers you might want to follow or groups you may like
- Information on who has viewed your profile and updates/posts
- Jobs you may be interested in.

### SHARING

- Sharing articles or updates is a great way to inform people about your own updates and whether you are looking for new opportunities
- LinkedIn is not Facebook, so keep your updates professional, work-related and non-offensive

- More likes mean more visibility, so get creative with your content
- 'Like' and 'share' information that you find on your Homepage. It may benefit others in your network and increase your visibility.

### COMPANIES

Follow companies you are interested in to:

- Receive their updates on your Homepage
- See how many connections you have linked to that company
- Check for vacancies in the 'Careers' tab
- Find out which similar companies or competitors other people viewed
- Research a company and its key personnel
- Get live updates from the company – this can be great preparation for an interview.

### JOBS

Employers and recruiters use LinkedIn to advertise jobs or to search for potential candidates. You can:

- Search for jobs on LinkedIn
- Save (i.e. bookmark) jobs that you would like to apply for
- Review the profiles of hiring managers and discover if any of your own contacts can introduce you to them
- Follow different companies and receive notifications about new jobs.

### GROUPS

- Join relevant groups by searching by keyword.
- Select which groups are displayed on your profile and in what order
- Connect with members of the same group
- View their activity feed within the group and like posts they have added
- Engage in group discussions to raise visibility.

company page (when the logo appears on the right you know it has worked)

- Use bullet points below the description if possible to demonstrate evidence of competencies, skills and achievements.

### 5. Skills and endorsements

- You have the opportunity to add Skills & Expertise to your profile. These skills should reflect and combine your wealth of expertise and experience that you possess. You may have already mentioned some of them in your profile and Specialities
- When adding skills, you are welcoming

your connections to "endorse" your skills, which shows potential employers that other professionals are confirming that you possess these skills.

### 6. Recommendations

- Ask previous employers, clients and other connections to recommend you on LinkedIn – sometimes connections will do this automatically without you having to ask them
- Leave 14 days in between recommending someone who has recommended you
- Avoid back-to-back recommendations

altogether as they devalue the recommendation in the first place as it looks as if you are doing each other favours

- There is no limit on the number of recommendations you receive. You do have the choice of making all or some of your recommendations visible.

*Teresa Robertson, Chartered MCIPD, is Business Partner – People, Planning & Communication at the Chartered Banker Institute.*

## KEY TAKEAWAYS

- Aim for an 'all-star profile'
- Personalise your LinkedIn URL – it looks good
- Do upload presentations and videos you have been involved in – there's space in your profile, under each position of employment

- Add projects or courses to enhance your profile
- Check out 'Influencers' to see what they are saying about the topics you are interested in
- Download the app and use LinkedIn on the go

- Keep an eye out for changes – LinkedIn continually changes and evolves
- Become a member of the Chartered Banker LinkedIn group.

