



# LinkedIn

Strive Recruitment

# What is LinkedIn?

Welcome to LinkedIn,

The world's largest professional network with 225 million members in over 200 countries and territories around the globe.

# Mission

- To connect with other professionals to make you more productive and successful.
- When you join LinkedIn, you get access to people, jobs, news, updates, and insights that will help you be great at what you do enabling you to progress further in your career



# Benefits

- Create your personal brand
- Networking with potential employers
- Apply for job vacancies
- Build relationships with key members in your sectors
- Learn about what's happening in your industry
- Research into Companies for Interview prep.



# How to set-up an account

Go to [www.linkedin.com](https://www.linkedin.com)



LinkedIn

<https://uk.linkedin.com>

[LinkedIn: Log In or Sign Up](#)

750 million+ members | Manage your professional identity. Build and engage with your professional network. Access knowledge, insights and opportunities.

[LinkedIn Job Search](#)

64% of job seekers get hired through a referral. Use LinkedIn ...

[See jobs Follow](#)

Founded in 2003, LinkedIn connects the world's ...

[Jobs](#)

LinkedIn | 23826473 followers on LinkedIn. Welcome to a world of ...



# Join now!



Articles

People

Learning

Jobs

Join now

Sign in

The screenshot shows the LinkedIn sign-up process. At the top left is the LinkedIn logo. The main heading reads "Make the most of your professional life". Below this is a form with an "Email" input field, a "Password (6+ characters)" input field with a "Show" toggle, and a blue "Agree & Join" button. A small disclaimer states: "By clicking Agree & Join, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy." Below the main button is an "or" separator and a "Continue with Google" button. At the bottom, it says "Already on LinkedIn? Sign in".



Your profile picture is a key element of your LinkedIn presence.

Research shows that just having a picture makes your profile 14 times more likely to be viewed by others

This is the first impression to communicate to show that you are friendly, likable, trustworthy and professional — attributes that are crucial to getting prospects to engage with you.

# Photo Rules

- 1. Upload an up-to-date professional photo of yourself.
- 2. The ideal size for your LinkedIn profile picture is 400 x 400 pixels
- 3. Make sure your face takes up at least 60% of the frame. A headshot is ideal.
- 4. Be the only person in the picture.
- 5. Avoid distracting backgrounds.
- 6. Wear what you'd wear to work.





# Chosen Banner

Synthys - The full power of science, sense & style to enrich insight programmes... Ad ...

Paras Shah

Employment Advisor at Reed in Partnership | Recruitment | JETS - South London | Passion for making a positive change - Helping individuals back into employment

Reed in Partnership

Coventry University

Edit public profile & URL

Add profile in another language

Paras, invest in your future with this exclusive offer.

Enjoy 50% off 2 months of LinkedIn Premium!

Get 50% off today

This is the first impression to communicate to show that you are friendly, likable trustworthy and professional – attributes that are crucial to getting prospects to engage with you.

A picture of an office space, desk or work environment is a simple way to signify professionalism. “A clean and simplistic workspace gives off a professional, but reserved and respectful vibe.

# LinkedIn URL

Your LinkedIn URL is the web address for your profile.



It only takes a couple of minutes and it can makes your URL much more professional and memorable

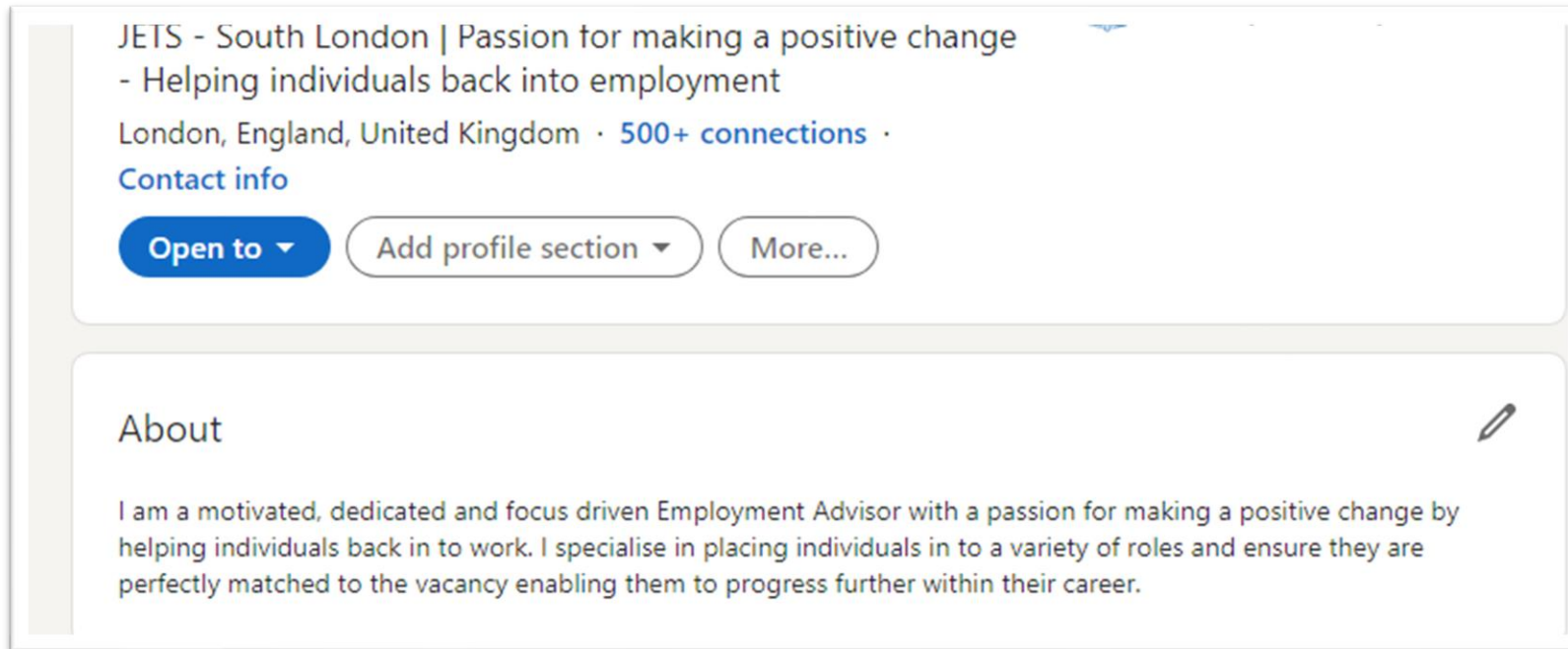
# Customise your Headline

- Don't use negative words to sound desperate i.e. **“Unemployed and looking for work.”** Give a reason for employers to click on your profile. First impressions are important.
- Use Strong Adjectives i.e. Ambitious, Talented, Trustworthy, Enthusiastic – **Remember, you are trying to separate yourself from everyone else. Use Keywords** – Include relevant keywords in your headline so that you appear in more search results and help recruiters find your profile.
- **Include Your Unique selling Point** – State the value that you provide by doing what you do, in particular something that makes you stand out from the crowd.
- Here is an example of a strong headline:

**Customer Service Advisor | Amazon | Developing Positive Customer Relationships for 6+ Years | 12% Complaint Reduction**

# About Section

- The summary is the only area on the LinkedIn profile where you get to define yourself.
- The aim is to hook readers in so that they want to learn more about you.



JETS - South London | Passion for making a positive change  
- Helping individuals back into employment  
London, England, United Kingdom · 500+ connections ·  
Contact info

Open to ▾ Add profile section ▾ More...

### About

I am a motivated, dedicated and focus driven Employment Advisor with a passion for making a positive change by helping individuals back in to work. I specialise in placing individuals in to a variety of roles and ensure they are perfectly matched to the vacancy enabling them to progress further within their career.

# The 'About' Section

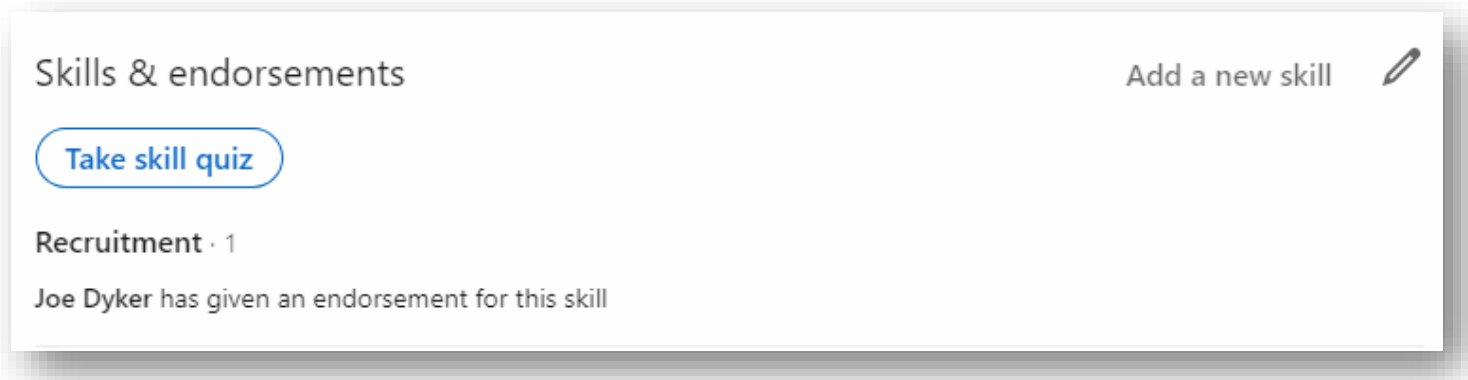
- **The summary is the only area on the LinkedIn profile where you get to define yourself.**
- It's important, because it's the first thing people read when they've decided to click on your photo/headline. It's important, as it's where people look to find out what makes you tick.
- The aim is to hook readers in so that they want to learn more about you.
  1. Always write in First Person
  2. Target your reader – Recruiters are looking for good-fit candidates.
  3. When reading the opening sentences, it must be immediately clear to any reader what value you offer.

# Work Experience/Education

- The objective of the work experience section in your LinkedIn profile is to showcase your past and current positions. **It is organized in chronological order with current position on the top.**
- **Use keywords in your job description that match with the position you are applying for.** This makes it easier for the employer to match you to the role you are applying for and shows you have the experience they are looking for.

# Skills and Endorsements

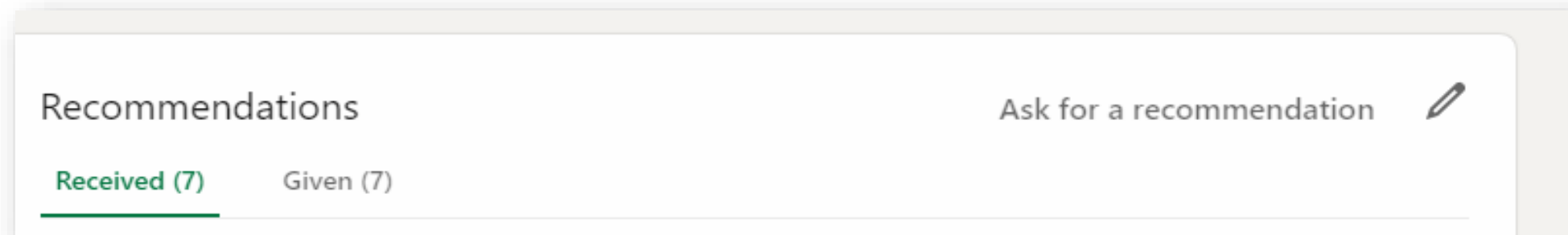
- **You want your skill section to tell others who you are and what you can do. Also include keywords that make you more searchable.**



- When adding skills to this section-
- Add industry-relevant skills and popular Software applications you have used i.e. Adobe Photoshop
- Reorder the lists such that the most important skills are at the top.

# Recommendations

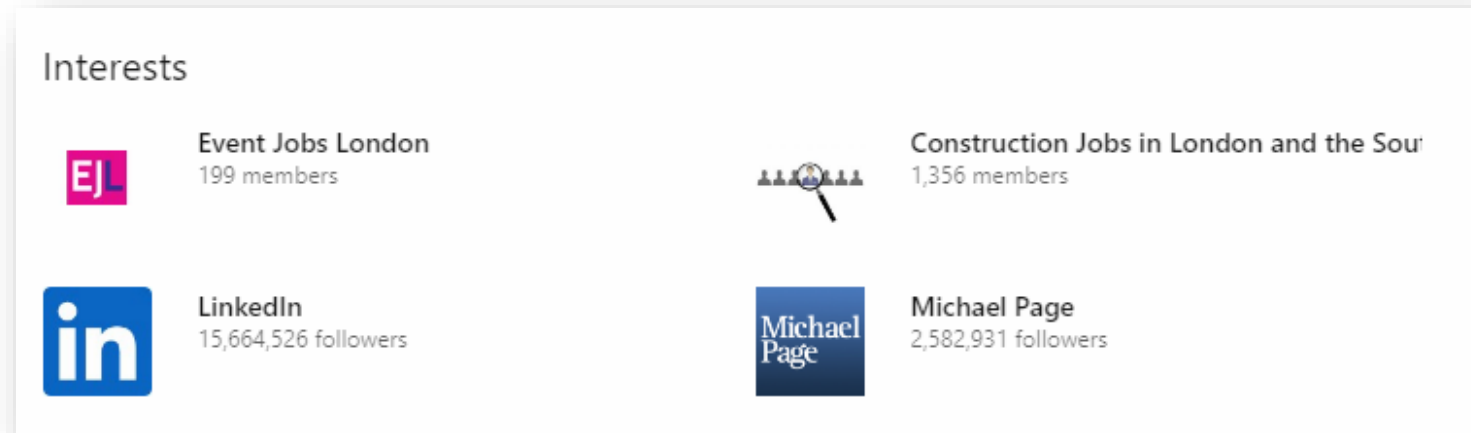
Recommendations let people know what others think of you whereas endorsements let them know how effective your skills are.





# Interests

- **Interests on LinkedIn** consist of "**news sources, influencers, companies, schools, and groups**" you're following on the site.
- This is useful because it lets other users know what you're curious about and can even help you form new connections with people who follow the same things as you.



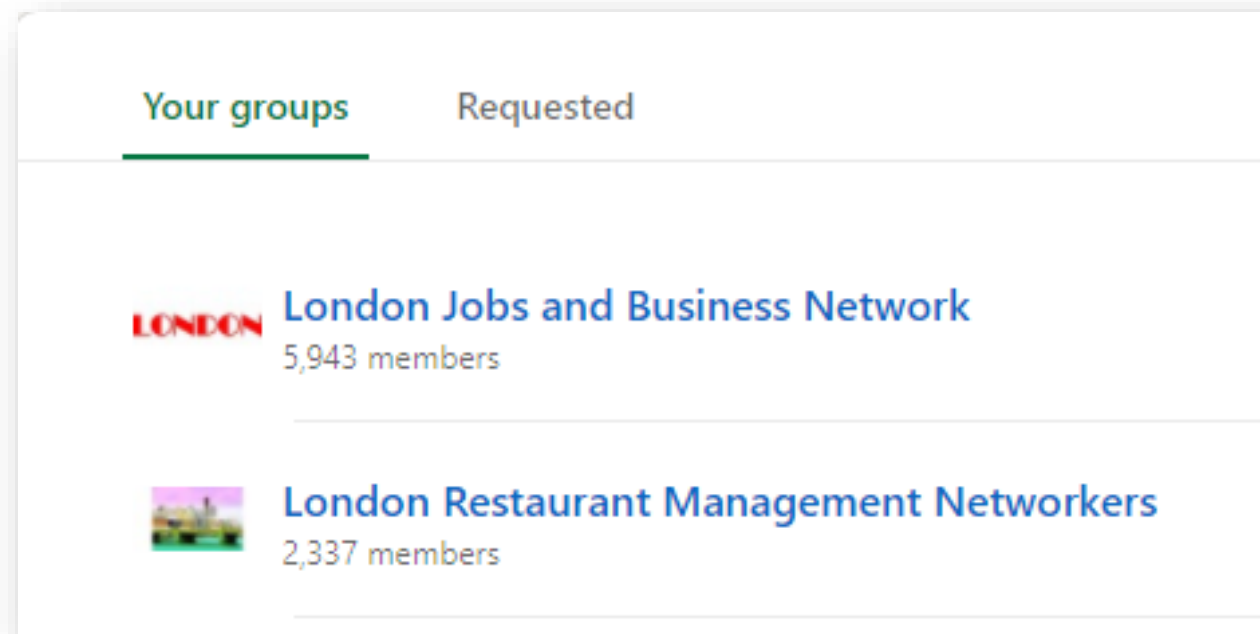
# LinkedIn Group

## How to Join a Group

- Tap into the Search bar.
- Type keywords or **group** names into the search bar and tap Search.
- In the search results page, filter the results by tapping **Groups** on top of the
- page.
- 4. Tap the **group** name you're interested in to learn more.
- 5. Tap REQUEST TO **JOIN**.

# LinkedIn Group

By sharing your expertise, participating in conversations, and being a reliable source of information within the group, you'll have the opportunity to build valuable relationships to help you build your network.

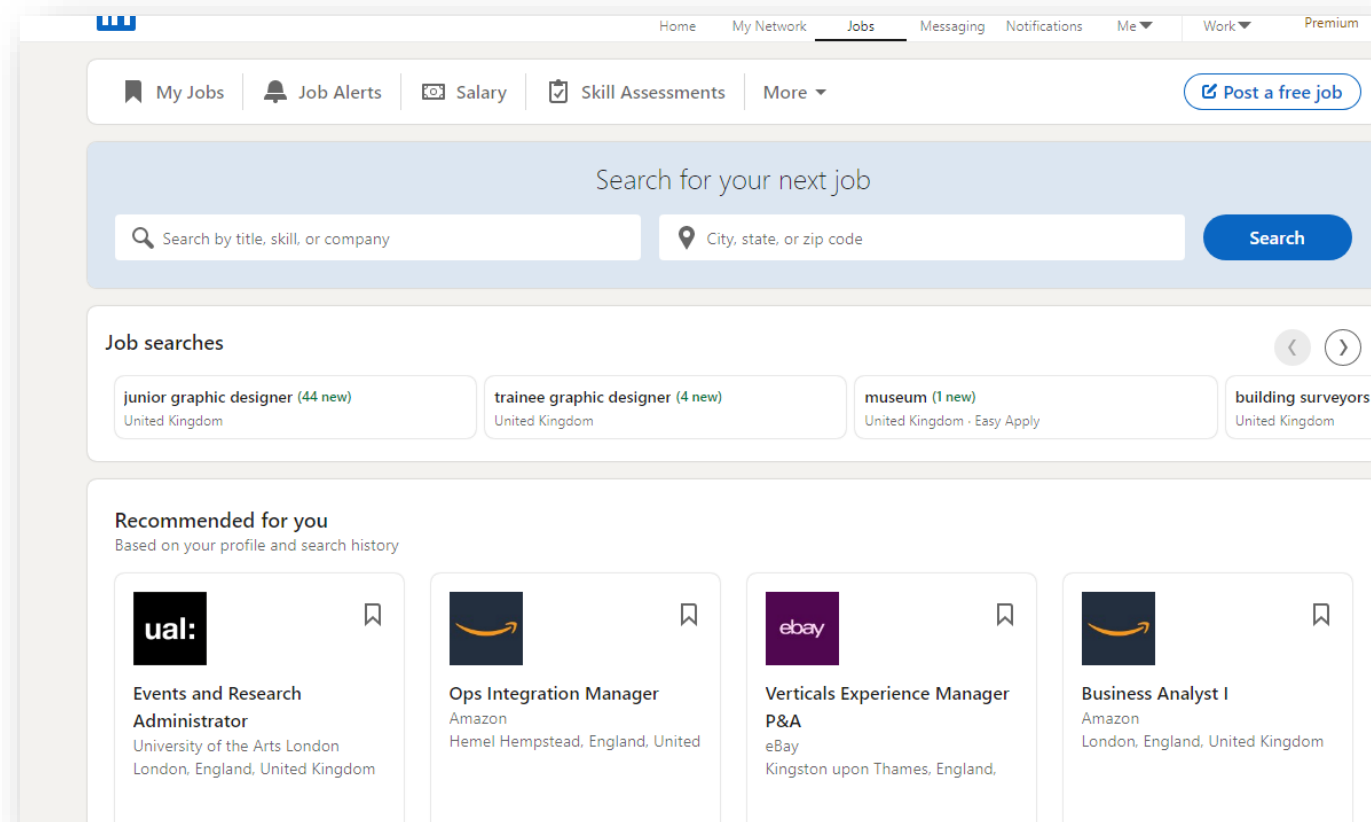


The screenshot displays the 'Your groups' section of a LinkedIn profile. It features two tabs: 'Your groups' (which is selected and underlined) and 'Requested'. Below the tabs, there are two group listings. The first listing is for 'LONDON London Jobs and Business Network' with 5,943 members. The second listing is for 'London Restaurant Management Networkers' with 2,337 members. Each listing includes a small profile picture icon to the left of the group name and member count.

Group Name	Members
LONDON London Jobs and Business Network	5,943
London Restaurant Management Networkers	2,337

# Job Searching

Use the 'Job' Tab to search for jobs and Job Alerts Tab to receive notifications

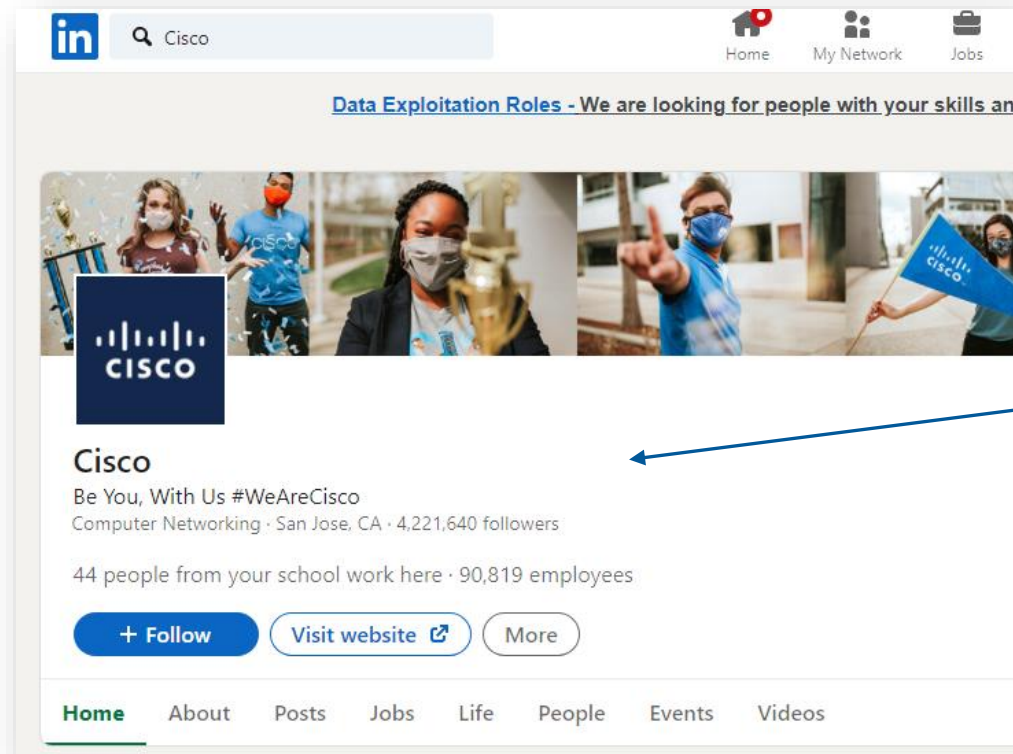


# Researching Companies

One of the best things you can do as a job seeker is learn as much as possible about your potential next employer.

- **How you're connected to the company:** potential contacts who might be a “foot in the door” there.
- **Company positioning and latest developments**, posted on the company summary page and in status updates. This tells you the image the company is trying to project (where their strengths are, how they're different from competitors, what they do best). It's good to know all of this so you can answer interview questions like, “Why do you think you'd be a good fit for this company?”
- **Available job openings**, under the jobs tab, if available you can see what jobs are available.

# Researching Companies



When you search for the company, not only can you follow their activities to view their activities but also research in to their work culture, jobs and individuals who work there.

# Active on LinkedIn

1. Having a personal brand presence is vital.
2. You learn about what's happening in your industry
3. Build your professional network and reputation.
4. Find and connect with prospects and HR Managers

LinkedIn also rewards people who are active by propelling them up higher in searches

It's an opportunity to build your relationships with your connections by sharing useful information that can lead to a job opportunity.

# Do's and Don't



Do's	Don'ts
<ul style="list-style-type: none"><li>• Follow specific agencies in your sector</li></ul>	<ul style="list-style-type: none"><li>• This is a professional network, Not personal</li></ul>
<ul style="list-style-type: none"><li>• Personalize your connection request – When you want connect with someone, write a message as to how you can help them.</li><li>• Who's Viewed Your Profile feature – This is a great opportunity to network</li></ul>	<ul style="list-style-type: none"><li>• Don't like all posts as followers see all your activities</li><li>• Don't harass contacts</li></ul>





# Useful links

[LinkedIn 101 | From Beginner to All-Star in 9 easy steps! | November 2020](#)

[A Beginner's Guide to LinkedIn - Forage \(theforage.com\)](#)

[LinkedIn - a beginner's guide - Code Institute](#)

# Thank you

Presenter name

Email address

Website

StriveRecruitment