



**searchlight**<sup>®</sup>  
MEDIA & ENTERTAINMENT RECRUITMENT

# LINKEDIN

**A BEGINNERS GUIDE**



# WHAT IS LINKEDIN

LinkedIn is like a live CV. With it, you can connect to businesses you're interested in, other developers, employers, and more. This is your vehicle to show off your work experience to date.

Whether you're a LinkedIn user or not, with 800 million members, there's no denying the power of this social media platform. Maybe you're on the lookout for a new job opportunity, or you're getting back to work after a break in employment. LinkedIn can be of major assistance in building a career. However, to get the most benefit from LinkedIn, it's important to use it correctly.



# LINKEDIN GUIDE

1

## SETTING UP YOUR PROFILE

Your LinkedIn profile is not just a copied and pasted CV. It's an accessible, unique description of you and your strengths – more conversational and less formal than a CV, but still professional and within a formula.

2

## CHOOSING YOUR PHOTO

Your LinkedIn photo doesn't have to be taken by an expert, and it doesn't even require that you dress formally, but it should at least look somewhat respectable. This means no party pics, goofy faces or novelty photos.

3

## HIGHLIGHT YOUR SKILLS

List your skills, endorse connections, and encourage endorsements from others. This will make you look more hireable and will make your profile more likely to appear on searches.

# LINKEDIN GUIDE

4

## **CONNECT, CONNECT, CONNECT!**

Connect with people! Start with those you've worked with, studied with, socialised with, and work your way outwards. The more connections you have, the more visible you become.

5

## **FOLLOW BRANDS & BUSINESS**

Adding businesses or brands you resonate with or are in your industry is a great way to keep your finger on the pulse and show other members what your interests are.



# LINKEDIN - 4 CORE FUNCTIONS

1

## NETWORKING

Networking is essential to today's workforce. Whether it's looking for a new job, searching for collaborators, or searching for mentors, LinkedIn is an excellent place to be. Use it to connect with people who operate in businesses you want to work for or people you'd like to work with.

2

## GROUPS

LinkedIn has many groups connected to it, group, be sure to join and network with fellow students, co-workers and those who are thought leaders in your industry.

3

## SUMMARY

Every LinkedIn account should have a summary. It sits under your name, photo, role and location. This summarises the skills and attributes that you possess. It needs to have a catchy opening statement, and it should highlight some of your personality.

4

## KEY INFO

Clearly outline the industry and role you are in. When it comes to location, let them know your city & country. This is essential for a recruiter who is seeking someone with your skills in your region. If you have the skills you think a certain employer would look for, include them!



# MATCHING YOUR CV WITH LINKEDIN

- **ENSURE YOUR LI SUMMARY IS SIMILAR TO YOUR CV PROFILE.**
  - It can have a bit more detail about your career journey but is basically a blurb on your professional career to date so make it good.
- **MAKE SURE YOUR DATES MATCH.**
  - A mismatch in employment dates between your CV and LI page is the most common error. This is basic attention to detail so make sure they match!
- **EMPLOYMENT COMPANY HISTORY.**
  - Again when people get the dates wrong it then often leads to inaccuracy with the companies they have worked for (or those companies are simply missed out). It goes without saying that these need to match.
- **JOB TITLES:**
  - If your CV says you were a Manager then so should your LI profile. Often people try to make themselves seem more senior on the LI profiles but again if it doesn't match it leads to confusion so decide what you are and make sure they say the same on both.





# CONTACT US



**+44 (0)20 7383 3850**



**mail@searchlight.global**



**www.searchlight.global**



**Lion Court, 25 Procter St, London  
WC1V 6DW**