



LINKEDIN

A BEGINNERS GUIDE

WHAT IS LINKEDIN

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

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.



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.

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.

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.

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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

1. Have a link to LinkedIn on your CV:
 - 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.
2. Have a photo on LinkedIn and not on your CV:
 - -Keep your photo professional
3. Ensure your LI PAGE is similar to your CV:
 - 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.
4. Use skills and key words:
 - - Recruiters will use the key word function to find candidates
5. Open to work banner:
 - An 'Open to Work' banner boosts visibility. It shows you're available to your network and recruiters. It's a simple way to speed up your job search.



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