

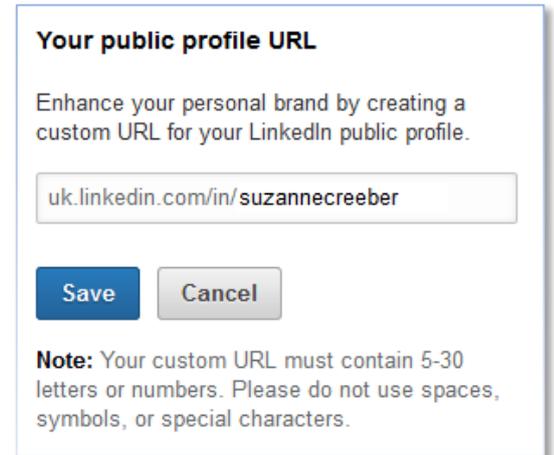
LinkedIn Makeover

5 Quick fixes to make your LinkedIn profile look more professional

1 Customise your public profile URL

Don't settle for the URL that LinkedIn assigns you, with the random characters added on at the end – create your own!

1. Select Me > View Profile, and then 'Edit your public profile' on the right of the screen.
2. Select the pencil icon to go into edit mode.
3. If your name is not unusual, you may need to try different variations For example...
Firstname-surname-city you work in e.g.
/samsmithmanchester
Firstname-middle initial or name-surname e.g. /samksmith
4. Remember to add your new LinkedIn URL to your CV!
5. Put your LinkedIn URL on your CV so recruiters can find you!



Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

uk.linkedin.com/in/suzannecreeber

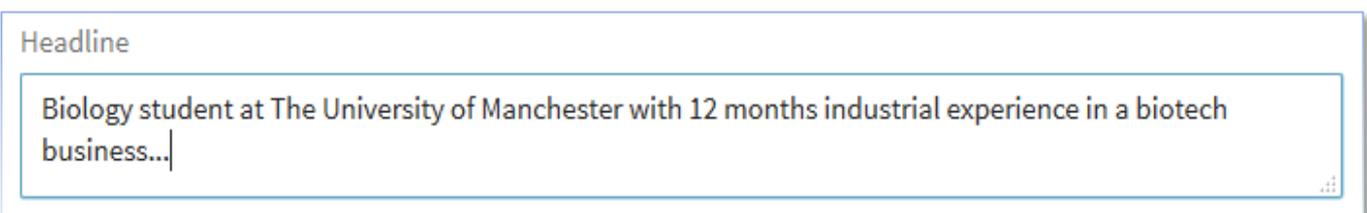
Save Cancel

Note: Your custom URL must contain 5-30 letters or numbers. Please do not use spaces, symbols, or special characters.

2 Edit your professional headline

“Student at The University of Manchester”? Make your profile more dynamic by editing the headline on your profile. This is what people will see alongside your name in searches and when they read your profile.

1. Select Me > View Profile, then select the pencil icon at the top of your profile to go into edit mode
2. Select the pencil icon next to your current professional headline
3. Replace the text with a short statement as appropriate – this could be what you can offer (e.g. your degree title, your achievements), or what you are looking for “work experience in...”



Headline

Biology student at The University of Manchester with 12 months industrial experience in a biotech business...

4. Keep your headline up to date to reflect your changing experience

3 Insert bullet points to add structure to each section

Bullet points help to organise information in your profile and make it more readable. However, LinkedIn doesn't offer a “insert symbol” tool, so you have a couple of options...

1. To insert a simple bullet point, hold down the Alt key and type 0149 where you want the bullet to appear. This works in most sections.
2. If you copy-and-paste text from Word into LinkedIn, it also copies the bullet points you use too. This works with most of the standard symbols.

You can also Google to find websites with bullet points and symbols that you can copy-and-paste into your profile e.g. <http://www.linkedin-makeover.com/2012/06/28/linkedin-profile-bullets-symbols>

4 Create a powerful summary

A good summary is an essential part of a LinkedIn profile. Adding a summary enables you to highlight your achievements and your professional interests/aspirations. It's also useful to draw the attention of the reader to your educational experience, as in the latest version of LinkedIn you cannot move your Education section to the top of the profile. To edit your summary, select Me > View Profile, then select the pencil icon at the top of the page. The 'Summary' section is towards the bottom of the page.

1. Start by thinking about how you want the person viewing your profile to respond (e.g. connect with you, offer you a job or other opportunity). What could you share with them that would encourage them to take action?
2. Write the summary in the "first person" i.e. using "I". You can be more conversational than you would on a CV but try not to waffle!
3. There are lots of "how to" guides on the Internet with useful advice on how to write a good summary for LinkedIn. Look at summaries on other people's profiles for ideas, too.

5 Add an appropriate photograph

Research suggests that you are 14 times more likely to get a response if your profile includes a professional looking headshot – keep the "selfies" for Facebook and Snapchat.

1. Choose a photo which reflects how you look on most days (how you wear your hair, spectacles not sunglasses etc). Choose a photo taken with good lighting or natural daylight (not one by the bar at dusk on holiday) and avoid those with distracting backgrounds
2. It needs to be a headshot, so most of the frame should be taken up by your head and shoulders. Crop /resize the photo if necessary
3. Wear clothes that match the professional environment you are aiming for
4. Expression is important – unlike a passport photo are allowed to smile but keep it natural. A good tip is to smile with your eyes – sounds weird but try it! Aim for friendly and approachable

Some FAQs about LinkedIn Profiles

Q Which industry should I choose from the list if I am a current student?

A In most cases, 'Higher Education' is the best option to choose if you are a current student. However, if you have previous research or work experience in a particular industry, you could pick that from the list instead – particularly if it is an industry that you are targeting.

Q I created my profile when I was at home – how can I change my location to Manchester?

A In the 'Intro' section in edit mode, you can update your current. When you input a postcode, you can choose the most appropriate area location from the list (input M13 for the university).

Q How much contact and personal information is appropriate for LinkedIn?

A We recommend keeping contact information to a minimum, so don't feel you have to fill it all in. Be wary of sharing telephone numbers and addresses, unless you have business reasons to share them, and you don't need to share your date of birth. Take care with personal email addresses too. If someone wants to contact you, they can always use the 'Connect' option to send a message.