

———— **Topic 1:** ————

Creating a Winning

———— **Student Profile** ————

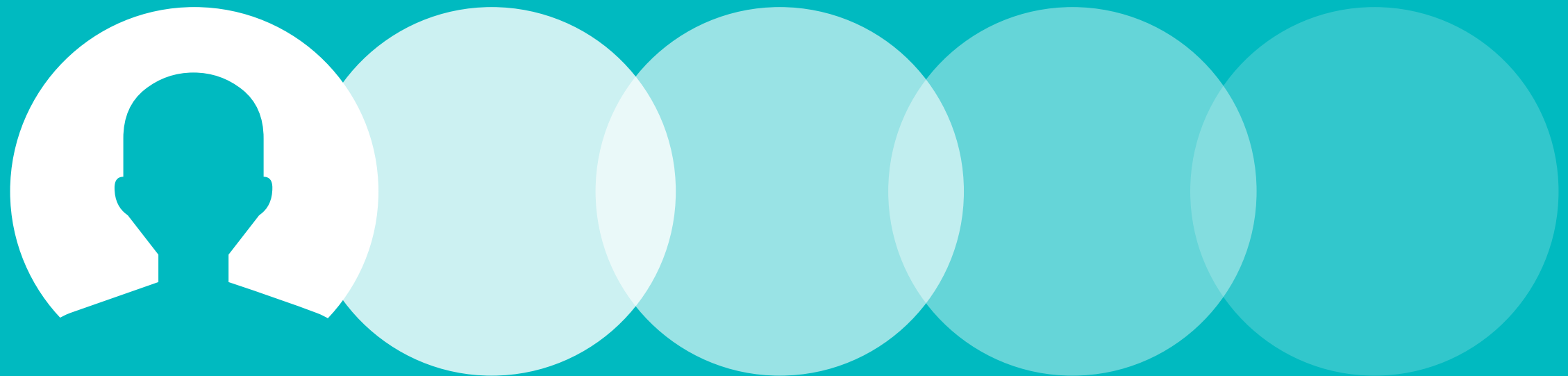


A woman with blonde hair, wearing a dark blue sweater, is sitting at a desk and looking out a window with white horizontal blinds. A large red circle is overlaid on the image, containing white text. The text is framed by two horizontal white lines.

**Do you dream of finding
the perfect job or
internship?**

With LinkedIn on your
side, that perfect role
could be closer than you
think.

**Here at LinkedIn we believe it's never too early
to start working towards your career ambitions.**



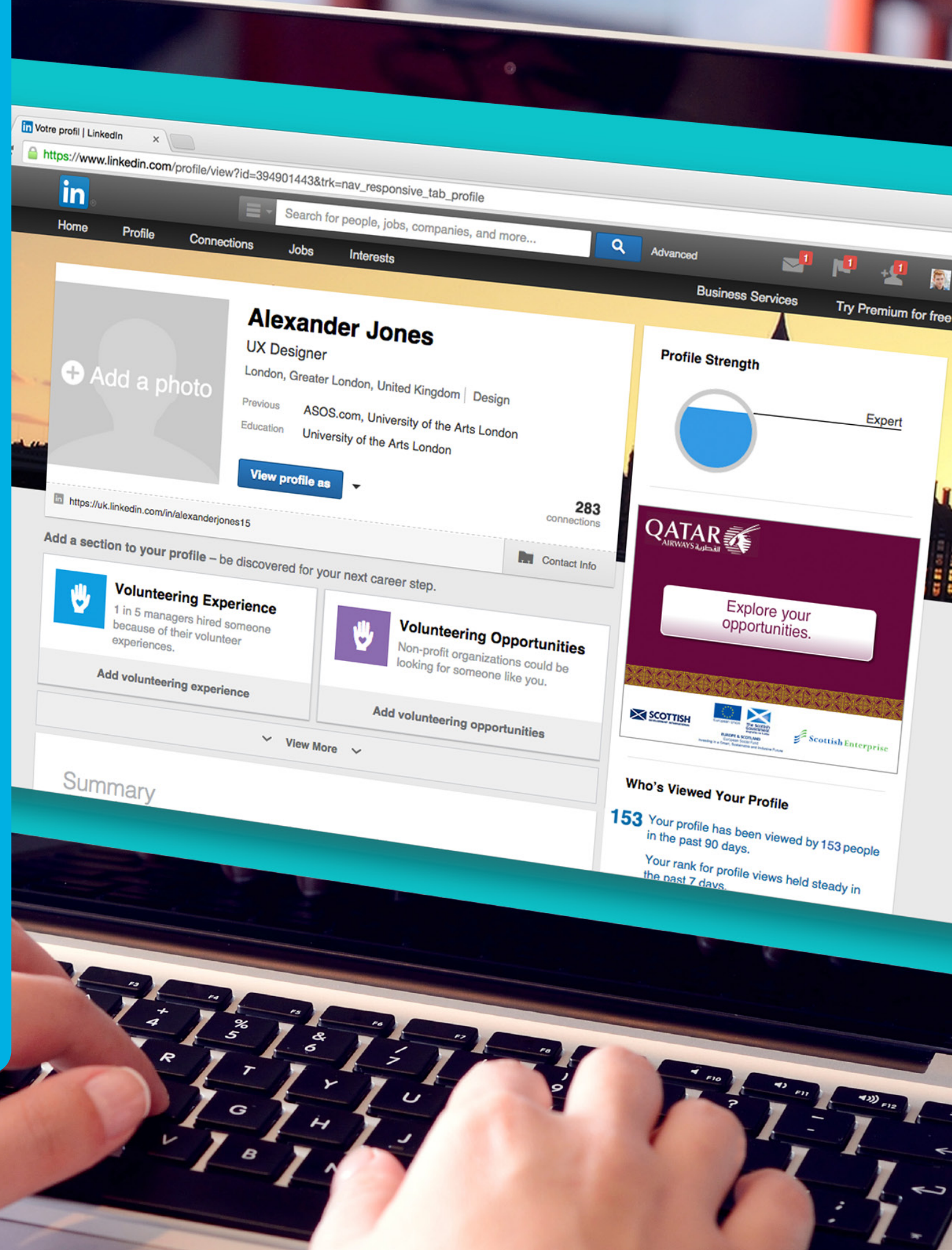
That's why we've put together a five piece tutorial – designed to help students like you make the most of the fantastic opportunities LinkedIn can help create – today!

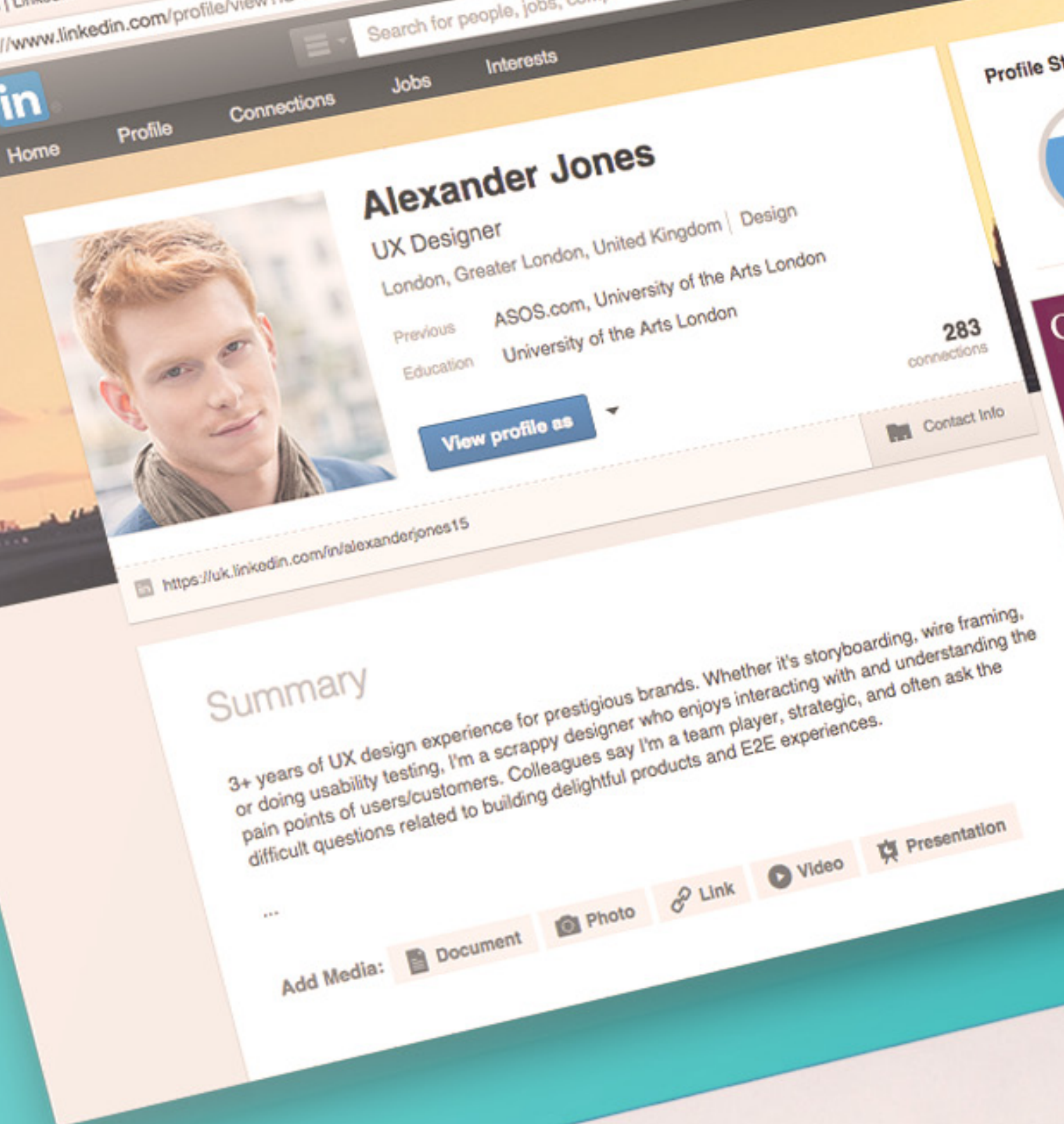
**At the end of each topic, there's a handy
summary.**



Welcome to Topic 1
**where you'll learn
the first steps to
creating an amazing
profile.**

Think of it as a CV that
never sleeps. You may
need to spend some
time initially, but, as the
old saying goes, the
more you put in, the
more you get out...



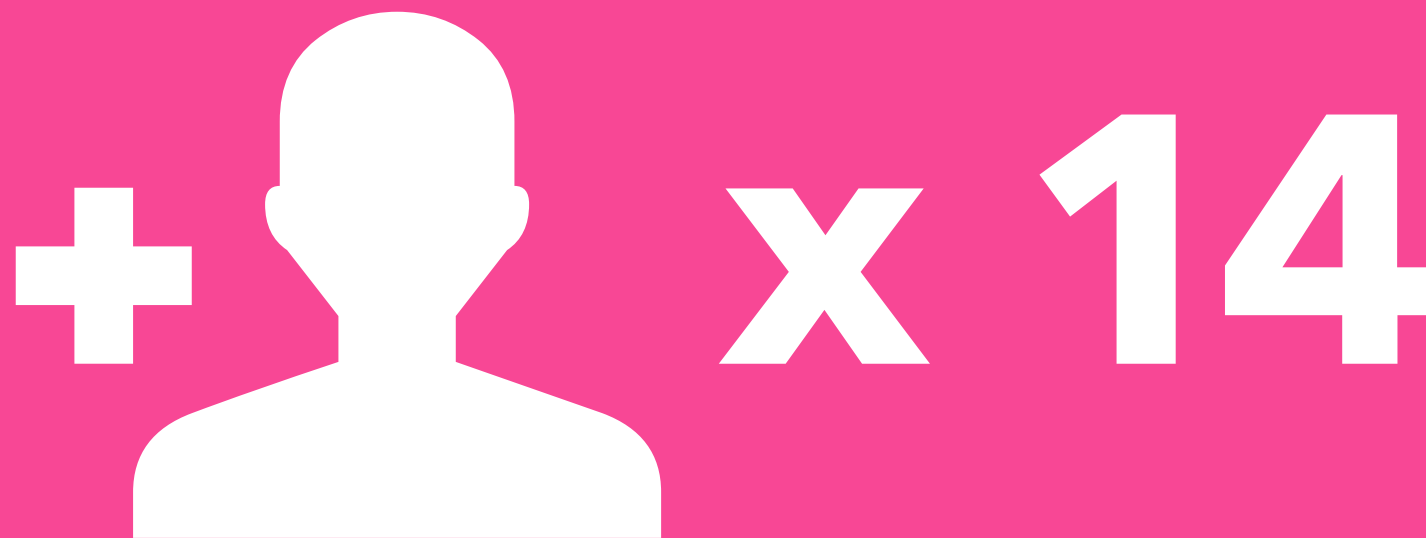


Step 1:
**First impressions, yep,
you guessed it - they
really count!**

Your profile picture,
professional headline and
summary are magnets that
attract people to your page.

**Let's make sure they're
working for you....**

First things first. The profile picture. Do you really have to upload one? Absolutely!



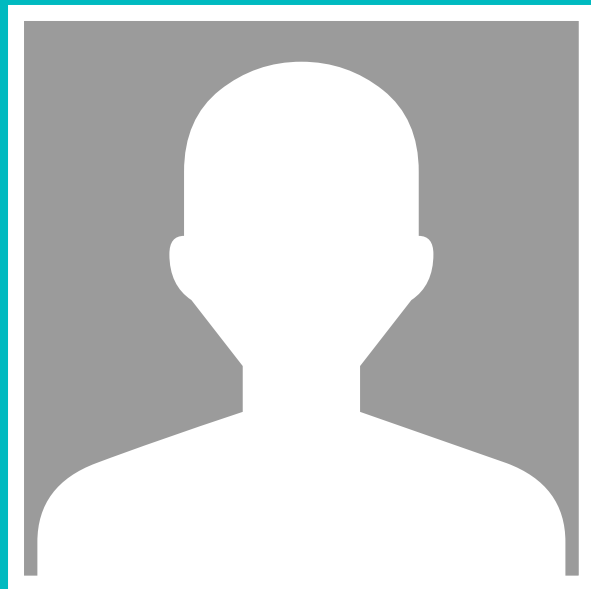
Profiles with photos get 14 times more views
than those that don't.

A young woman with long brown hair, wearing a blue beanie and a blue and white plaid shirt, is shown in profile. She is looking upwards and to the left with a thoughtful expression. In her right hand, she holds a smartphone, and in her left hand, she holds a red apple. She is wearing a silver ring on her right ring finger and a colorful beaded bracelet on her left wrist. The background is a soft-focus outdoor scene with green trees and sunlight filtering through the leaves.

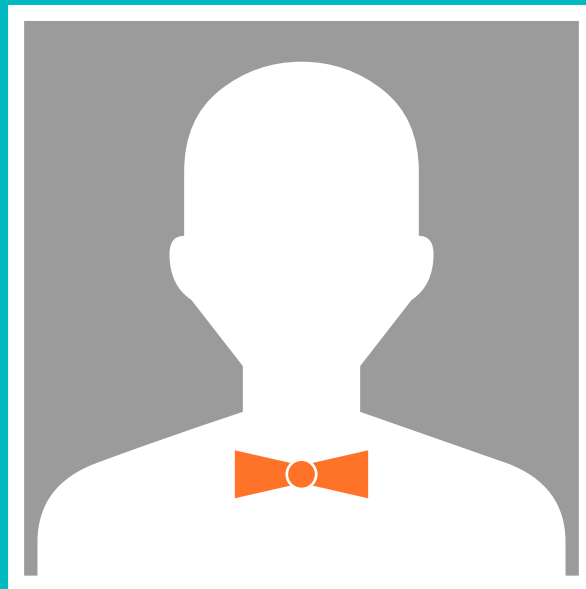
**How many times have you
picked up a magazine or
book just because of the
eye-catching front cover?**

Your picture speaks volumes
about you, so take time to find a
high quality photo that represents
the best version of you...

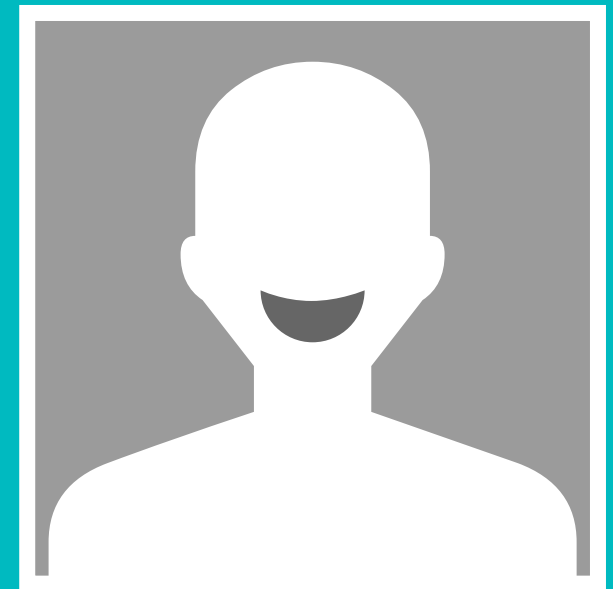
DO:



**Chose a neutral
background**



**Dress to reflect the
atmosphere of the
profession you hope
to join**



Smile!

DON'T:

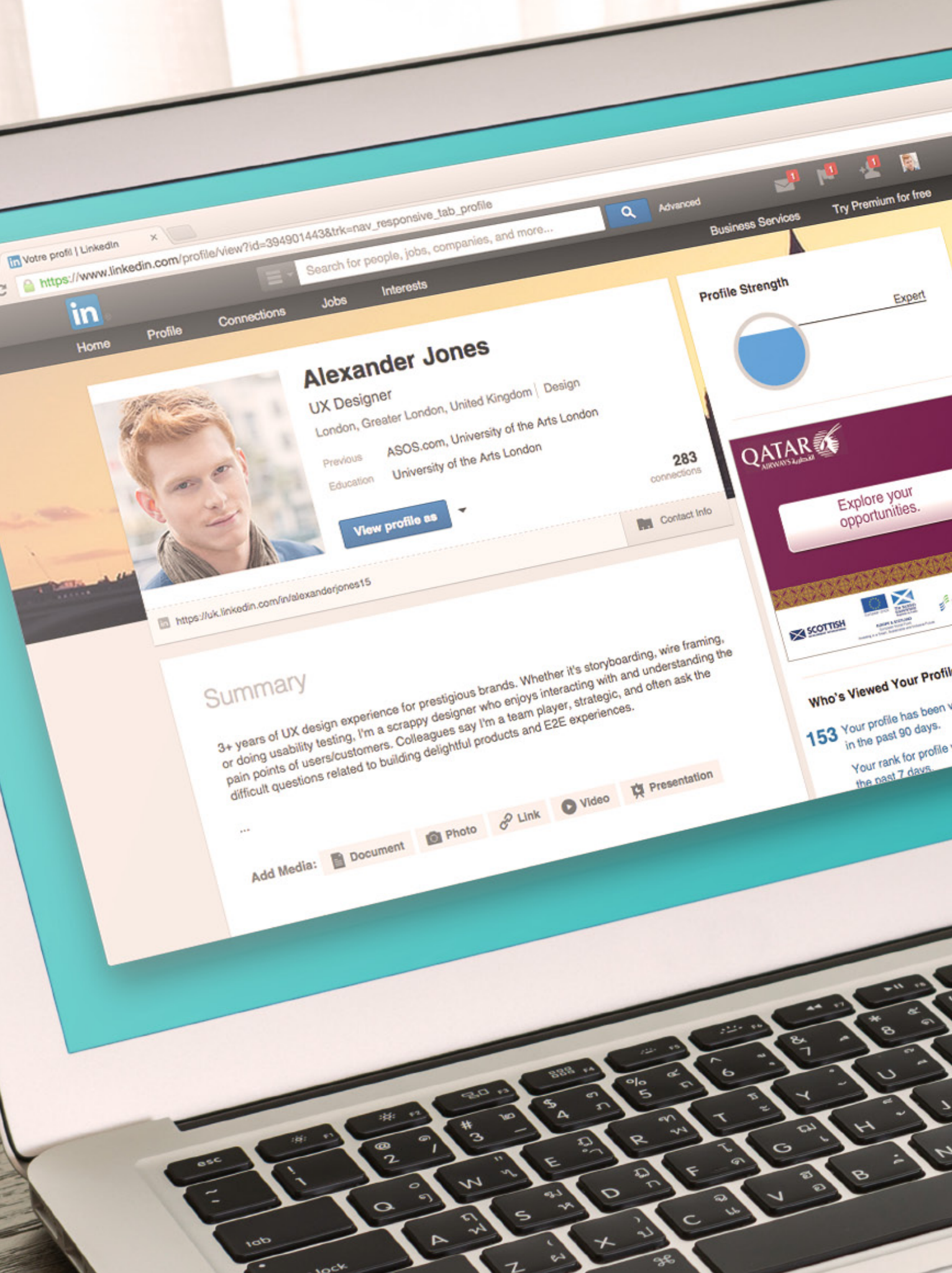


**Use photos that are
pixelated or blurry**

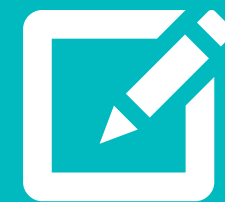


**Use photos that a prospective
employer might find
inappropriate**

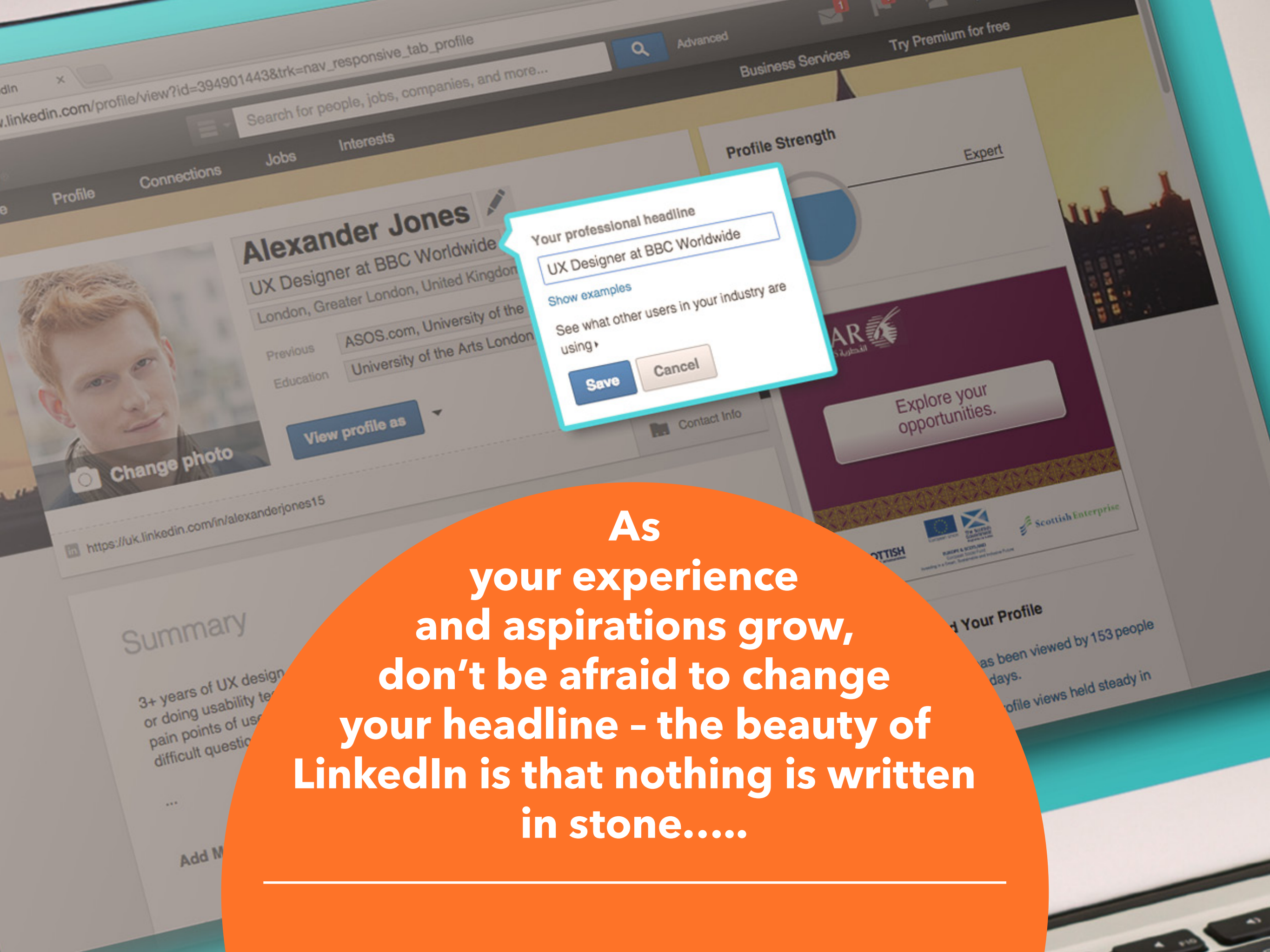
If in doubt, leave it out!



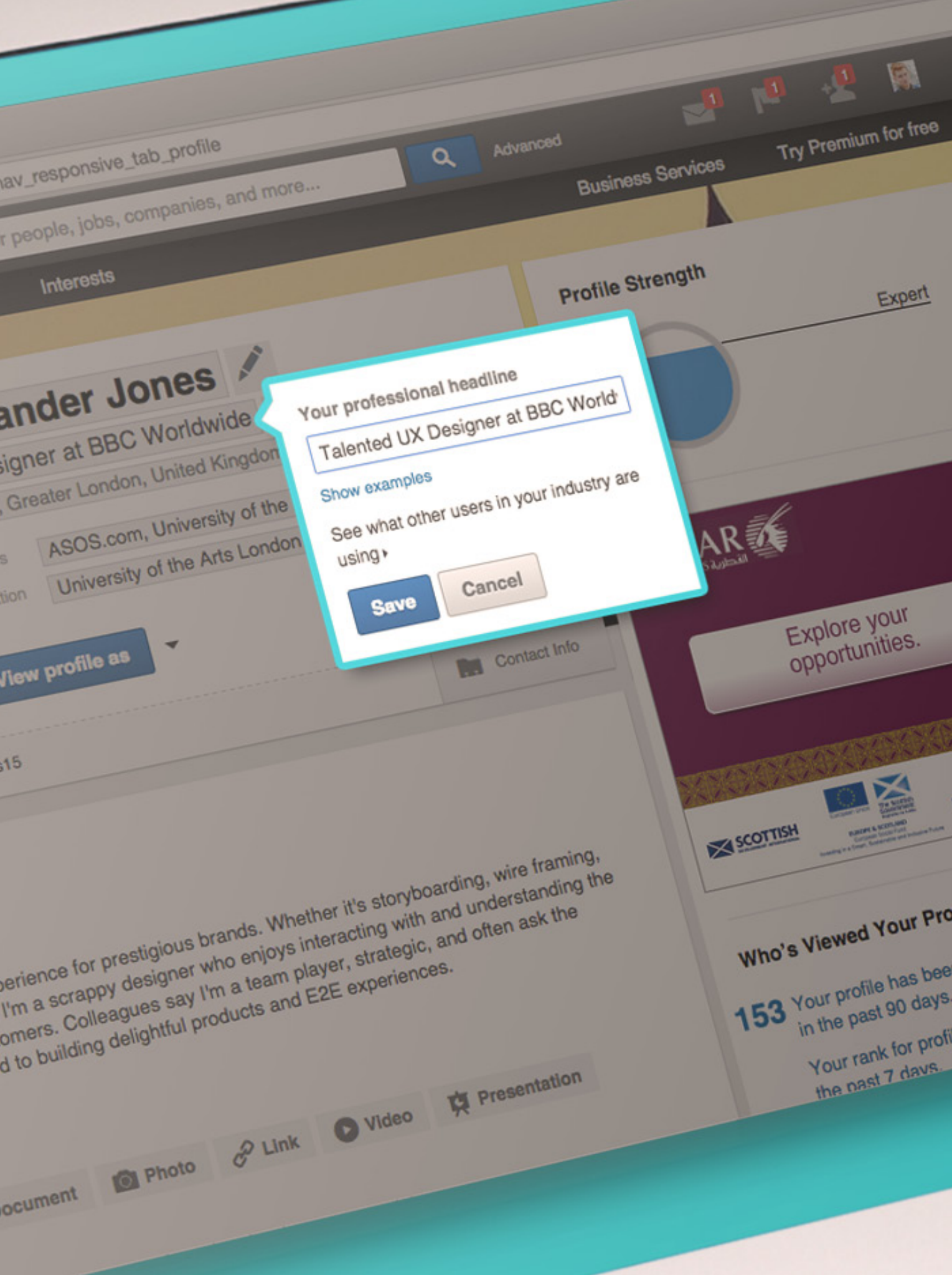
Once you've selected your picture, stand out from the crowd with a killer headline.



It's the first piece of information that anyone will read about you – it needs to make an impact.



**As
your experience
and aspirations grow,
don't be afraid to change
your headline - the beauty of
LinkedIn is that nothing is written
in stone.....**



**Already have a job
but open to new
opportunities?**

You can afford to be a bit more creative with your headline. Stand out by adding some adjectives before your job title.

**Beyond your photo and headline,
completing your summary is key.**



**This alone can get you 7 times more
profile views!**

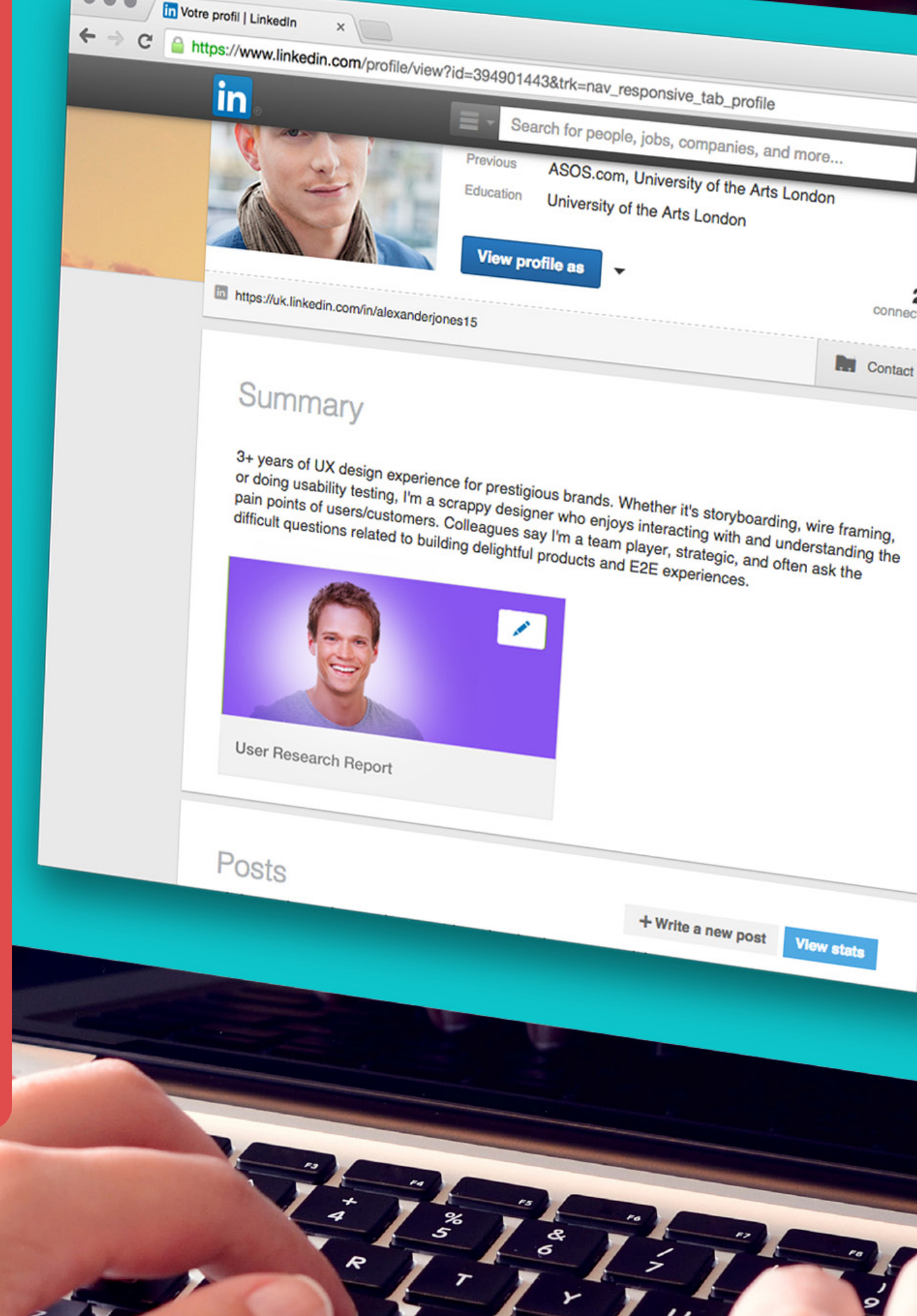
**Think of your summary as
an elevator pitch where you
explain what makes you
unique.**

Be concise and specific as you need
to grab people's attention quickly and
keep them engaged!



**Bring your intro to life
by adding a link such
as a YouTube video or
presentation.**

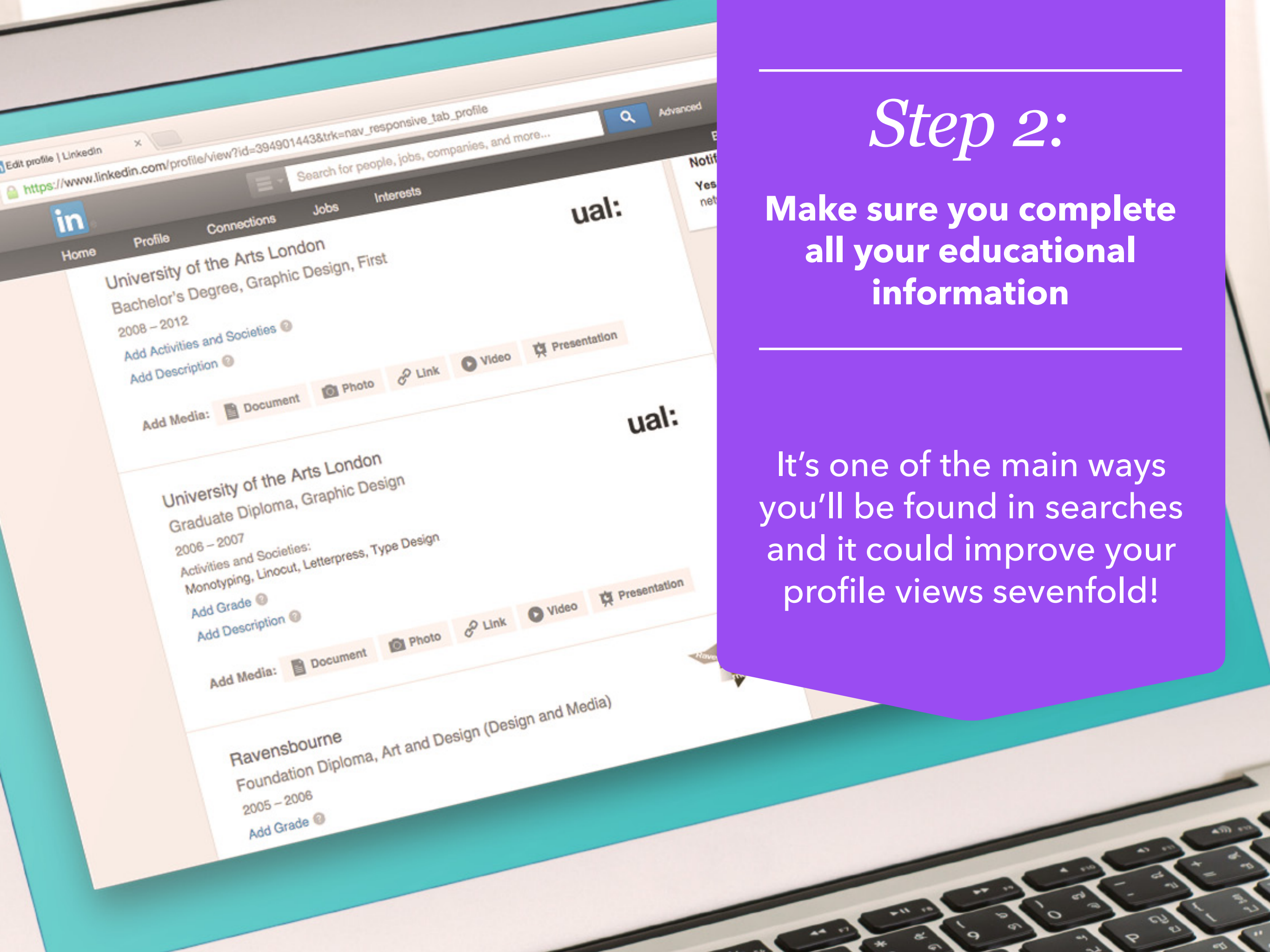
You should also aim to include
keywords related to your strengths,
interests, and career goals.
That will maximize your search
potential.

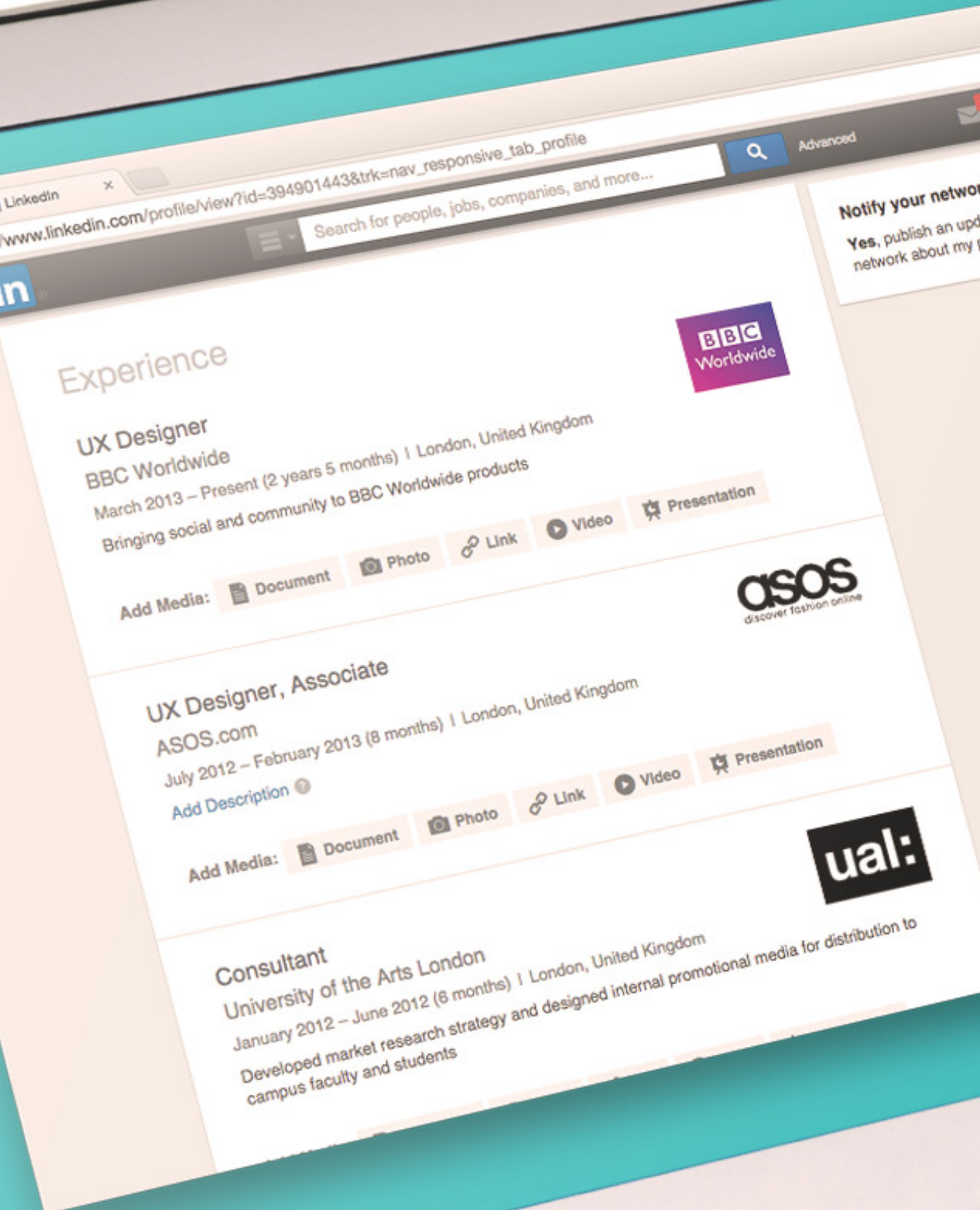


Step 2:

**Make sure you complete
all your educational
information**

It's one of the main ways
you'll be found in searches
and it could improve your
profile views sevenfold!





Step 3:

Fill out all your experience. It's what makes you unique.

Don't forget to include unpaid work, internships and volunteer work.

Detailing your experience also encourages colleagues to endorse you (but more about that later!).

The image shows a close-up of a laptop screen displaying the LinkedIn 'Experience' section of a profile. The form is for editing a position at 'BBC Worldwide'. The fields are as follows:

- Company Name:** BBC Worldwide (with links for 'Change Company' and 'Edit Display Name')
- Title:** UX Designer
- Location:** London, United Kingdom
- Time Period:** March 2013 – Present (with a dropdown for the month and a checkbox for 'I currently work here')
- Description:** Bringing social and community to BBC Worldwide products (with a large text area for more details)

At the bottom of the form are buttons for 'Save', 'Cancel', and 'Remove this position'. To the right of the form, there is a notification toggle for 'Notify your network?' which is currently turned 'Yes'.

Be descriptive about your responsibilities in each position. Include keywords to illustrate your abilities and results.



Got the skills to pay the bills?

Whether it's another language, computer software or industry specific knowledge – add those skills pronto!

Your talents and abilities help define who you are and, if someone is looking for a particular skill, having it listed on your profile will help you come higher up in the search results.

Still not convinced?

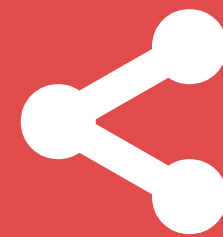


Get this – a great skill section could improve your profile views by 13 times!

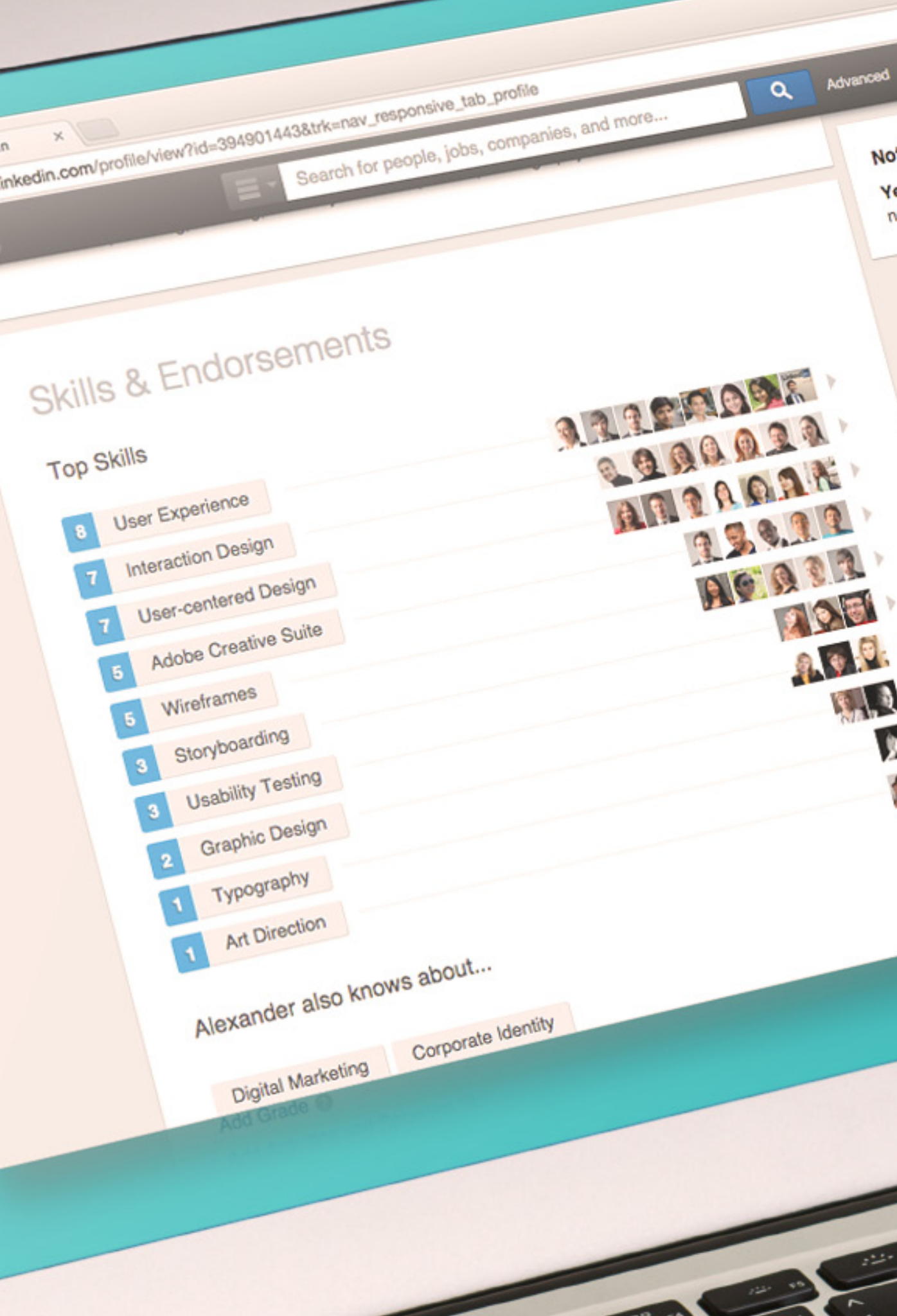
**Tailoring your
LinkedIn profile
is an empowering
experience.**



**You've already posted a photo, written
a killer headline and summary and now
you've listed the skills to boot.**



What next?



Well, if you've taken the steps above, you should start attracting endorsements from your connections in no time.

You can help set the ball rolling by asking for endorsements from the right people and giving endorsements to others.

In our next tutorial we'll show you how to build a network of valuable connections.



**And yep, it's fine to do a
little cheer each time you
get one!**

**Recommendations are one
of the best ways to get you
from campus to career.**



Think of them as the
references section on a
traditional C.V.



Recommendations are highly valued.



But aim for quality not quantity.

Two really meaningful recommendations from a tutor or manager, for example, will do just the trick.



Don't be shy!

Nothing shows the quality of your work like tangible examples.

So include real life samples of your writing, design work or other rich media documents. Simply upload the file or include a weblink of something you're proud of – it could be your dissertation or a project.



Remember,
LinkedIn is a digital
portfolio, so you keep
tailoring your profile as
your career progresses. Add
examples of your latest and
greatest work as they arise. Go
on! Show the world what you're
about.

There you have it!

**A guide on creating a winning LinkedIn
profile in 9 steps.**



To recap:

- ✓ **Upload a professional profile picture to get up to 14x more views.**
- ✓ **Your headline is the first thing people will read about you.**
- ✓ **Share your passions and interests in your summary.**
- ✓ **Adding your education will increase the number opportunities that come your way.**
- ✓ **Your experience is one of the primary things prospective employers will want to see.**
- ✓ **Listing your skills helps bolster your case for why that job should be yours.**
- ✓ **Nothing adds credibility like endorsements.**
- ✓ **Recommendations confirm you can do what you say you can.**
- ✓ **Include examples of work/projects to display what you've accomplished.**

*Follow the tips above and watch the opportunities
come your way!*