

Developing your LinkedIn Profile

Profile photo

- Most phone cameras are adequate. You don't need to hire a photographer.
- Make sure you can be easily recognised – your usual hairstyle, glasses, etc.
- Dress appropriately for your desired profession (from the collar upwards).
- Get someone else to take the photo. Stand several metres away.
- Stand against a neutral background - avoid distracting clutter in the image.
- Find a spot with good, diffuse lighting – no shadows.
- Relax, look at the camera, smile.
- Take several photos from different angles, then choose the best.
- Crop to head & shoulders only. You can zoom and adjust the photo after uploading.



Background photo – optional, not available from mobile.

Choose an image that portrays your industry, location or personality.

- Or find a generic background image such as an abstract pattern or scene.
- Make sure you have copyright permission to use the image – DON'T take one from someone else's web page! Unsplash.com has free photos. Canva.com can help with your own design.
- For best results, crop to a rectangular shape before uploading. You can adjust the position after uploading.
- There are many simple photo editors available. E.g. Pixlr.com/express, befunky.com.

Headline

Only the first 80 characters show in search result lists but, you can have a maximum of 120 characters.

- Summarise your field, industry focus, expertise, special skills. You can also include what you are seeking.
- Use key words that employers will search for. Look for the trending words used in job ads for your industry and the key words used by professionals in your field.
- Try using a special character (e.g. / | * +) to separate concepts in your headline. e.g. Job role or Degree qualification | Subject focus | Special Skills | Significant achievement | Future... (the role you want)

Examples:

Law student (final year) / Litigation, International law, Conflict resolution / LawSoc president
Master of Engineering student | Construction Management | Matlab, VBA, AutoCAD
Aspiring Product Designer studying Engineering + Creative thinker + SOLIDWORKS & AutoCAD
Business & Communications Student * Social Media Savvy * Seeking Marketing Internship

Summary

Two to three short paragraphs is sufficient but you can have a maximum of 2000 characters.

- Write in first person "I" – as though you're introducing yourself to your reader.
- Describe your: qualifications, experience, skills and achievements; career goals; interests and personal values.
- Inject some personality – be enthusiastic. Say why you are interested in what you do.
- Include lots of key words - use synonyms for some of your key skills that are listed elsewhere.



LinkedIn summary examples

I'm in my second professional year of study towards a Bachelor of Engineering with Honours in Mechanical Engineering at the University of Canterbury. My ultimate goal is to help design products that break barriers and exceed existing expectations but right now, I'm seeking an internship anywhere in NZ for summer 2018-2019, to gain experience in mechanical engineering design or production.

I'm passionate about engineering and design, especially in applications that achieve improved performance for the end-user. I'm helping a friend to build a model jet boat and we're using design tools to try and reduce the drag at high speeds. I gained experience in product design and simulation through course projects and am enjoying using SOLIDWORKS and MATLAB.

Through the University of Canterbury Motorsport (UCM) club, I competed with a team in Formula SAE and Shell Eco Marathon competitions. These events provided valuable experience in problem solving and working as a team with a tight timeframe to achieve client-defined criteria.

When not using technology, I'm usually into sport. I used to play competitive hockey and now coach a junior team every week. I also play on a social soccer team and I'm in the UC squash tournament series.

Contact me via: Email: silone@gmail.com, Tel: 027 634 1052, or connect with me on LinkedIn.

[Note: This structure works for most students, highlighting your goals, skills, education, experience and interests. Providing contact details makes it easy for employers or recruiters to contact you without having to connect first but be conscious of your privacy options.]

What I do: I provide IT service management including desktop support, Help Desk support, network configuration and support, hardware and software support. I can work on contract or full time to help your organisation run a more effective IT department.

How I do it: I've worked in IT for 5 years and I go the extra mile to make every project work. I listen and communicate closely with clients and team members and I share technical information in plain English for non-technical people.

Why it matters: Our world runs on IT support, so having systems that work well, data and networks that are secure, and continuous uptime, are the underpinnings of every successful business. Close communication and rapid response are vital components of this success.

Contact me: thomas.peng@teksavvy.com.

I want to make a positive impact on people's lives by applying engineering concepts to health care technologies. I am completing my PhD in Engineering (Mechatronics) at the University of Canterbury, where I'm working in a research team to develop a reusable, smart insulin pen to improve accuracy and delivery of self-dosage. Other team projects I've contributed to include a sensor to improve the monitoring of breathing for patients in intensive care and a neonatal baby monitor.

I'm a keen social basketball player and I regularly volunteer as a St John First Aider at community sports events.

Key skills: Biomechanics, Computer modelling, Simulation, Research, Problem solving, Teamwork.

Alternative spellings: Modeling, Healthcare.

For details of my research and publications see www.researchgate.net/profile/Christina_Pahl2

[Note: A "key skills" list can include extra key words. Linking out to ResearchGate is OK if you just want to keep those details in one place].

I am currently doing an MBA with a focus on project management. I want to use my planning, organisational and leadership skills to help businesses achieve their goals on time and within budget, while providing a low stress, positive experience for all involved. I hope to work with an organisation that values ethical and sustainable business practices and invests in diversity and a positive work culture. I'm interested in people of all backgrounds and have multilingual skills that could be an asset to a multinational or globally oriented organisation.

I've had 4 years' project related experience, including introducing new accounting software into a dual-branch organisation, helping to implement a corporate restructuring programme, and leading a non-profit fundraising campaign. Two years ago I project managed a many-faceted "Recycle & Reno" activity at my university campus, which involved a stocktake of unwanted office products, establishing a collection and distribution system, a city-wide sale event, and a "Re-purpose" competition. This was hugely successful so I helped to set up a student club to ensure continuity of the activity.

Since moving from Brazil to study at UC, I've enjoyed making new friends and fitting into Kiwi culture. I'm an active member of UC's Eco Club Network and the UC Film Club. I've also enjoyed tree planting with the UC Student Volunteer Army and helping to make a positive difference to the Canterbury environment.

I'm available to start work when my MBA finishes in November and I hope to build a permanent career within the business sector here in NZ.

Contact me: j.blanco4@gmail.com.