

BUILDING YOUR LINKEDIN PROFILE

TOP TIPS TO MAXIMISE YOUR PERSONAL BRAND

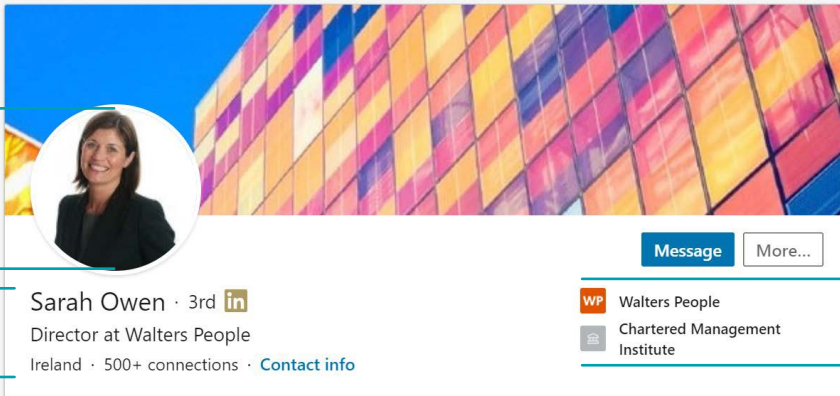
WHY DO I NEED A COMPLETE PROFILE?

- Visibility & Search –The more complete your profile is the higher you rank in LinkedIn's search results making it easier for contacts to find you. The same is true of your google search ranking.
- First impressions count –A complete profile means people are more likely to engage with you on LinkedIn. If they can see your photo, the charities you support, where you went to school etc it's easier for them to form a connection with you.

PROFILE OVERVIEW

Use a photo that represents you professionally

Use your full real name and job title



The screenshot shows the top section of a LinkedIn profile for Sarah Owen. It includes a circular profile picture of a woman with short brown hair, a colorful geometric patterned background banner, and a header bar with the name 'Sarah Owen · 3rd', job title 'Director at Walters People', location 'Ireland · 500+ connections', and a 'Contact info' link. To the right are 'Message' and 'More...' buttons, and a list of affiliations: 'Walters People' and 'Chartered Management Institute'.

Add related websites to your profile

About

About Walters People

Walters People is the career partner for today's fast-moving professionals - a staffing business with a difference. We focus on building strong relationships and take our time to understand the clients and candidates better than the competition – the result, we attract skilled candidates and match these people in the right-fit roles. Established in 2005, the Walters People business has built a strong European presence spanning six countries.

Walters People London recruits across the accountancy and finance, senior finance contract, credit management, payroll management and business support fields.

Describe who you are and make it unique about you and not generic fluffy content and describe the business you represent



Use the experience section to tell your story. Write 2-3 concise sentences on your key achievements or projects in your previous roles

Activity

3,439 followers

[See all](#)



What concerns you most about looking for a new role in the current climate?

Sarah shared this
4 Reactions



Another new Personal Assistant role, please speak to my colleague Megan...

Sarah shared this
1 Reaction



New role ** Purchasing Administrator speak to my colleague Megan Gallagher...**

Sarah shared this
2 Reactions



****Purchasing Administrator** Do you have extensive administration...**

Sarah shared this

Make your profile engaging

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CHECK YOUR PROFILE TO SEE IF IT STANDS OUT

Do you know how you rank on LinkedIn? If you don't get your profile right, then achieving views, engagement and connections is extremely hard. Also, establishing your brand and building relationships becomes limited and strenuous.

Your profile is the core pillar to all that you do on LinkedIn and this holds true for whatever level you are at. Student, employee, employer, CEO or influencer.



HOW DO I IMPROVE MY RANKING?



Add a professional photo

14x More views with a professional profile photo than without



Use a banner image

Describe who you are and make it unique about you and not generic fluffy content and describe the business you represent



Write an attention-grabbing headline

Explain what it is that you do. Demonstrate your passion and values within your current role



Draft a compelling summary

- Don't just copy and paste from your CV
- Focus on career accomplishments and aspirations
- Recommended word count is 40 words or more
- Don't use cliché buzzwords
- Act naturally – don't write in the third person



Work experience and examples

12x More profile views when you include work experience & examples

- Give detail on your current & past work experience
- Tell your career story in a dynamic way by adding examples of your work in photos, presentations and videos
- Always include your University information

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Add skills and get endorsed for them

Describe who you are and make it unique about you and not generic fluffy content and describe the business you represent

Skills & Endorsements

Recruiting · 28

Endorsed by William Adoasi and 1 other who is highly skilled at this

Endorsed by 4 of Phill's colleagues at Hays

Temporary Staffing · 14

Mitchel Pulmones and 13 connections have given endorsements for this skill

Management · 10

Mitchel Pulmones and 9 connections have given endorsements for this skill



Include volunteers experience and causes

6x More profile views when you include volunteer experiences & causes

41% of the professionals surveyed stated that when they are evaluating candidates, they consider volunteer work equally as valuable as paid work experience

20% of the hiring managers surveyed have made a hiring decision based on a candidate's volunteer work experience. This helps people to relate to you and find things you may have in common.



Ask for recommendations

Ask your professional contacts to write a recommendation for you on LinkedIn.

This is another way to promote your personal brand to potential hiring managers in your network.



Add your accomplishments

There are many accomplishments you can add to your profile to enhance your personal brand including:

- Certifications
- Courses
- Awards
- Languages
- Projects



Publications

Remember to add articles or publications you've contributed to in the Accomplishments section of your profile.

These could be articles you've been interviewed for or content you've written yourself.