

## LinkedIn

LinkedIn is a social network site designed for professional, social and career networking.



With more than 500 million users, LinkedIn is a powerful way to look for jobs and volunteering opportunities whilst showcasing your aspirations, work experience and skills to potential employers.

### Top tips for creating a successful LinkedIn profile

1. **Choose the right profile picture.** A good profile picture increases the credibility of your profile and helps you to stand out from the crowd. Make sure your picture is recent and just of you. Wear what you would wear to work or college and smile.
2. **Add a background cover photo.** A professional background photo will help your page stand out, engage attention and make your profile memorable.
3. **Make sure your headline stands out.** Use your headline to promote an area of expertise, what you are currently doing and your future aspirations.
4. **Write a summary.** This section should express your mission, motivation and skills to anyone viewing your profile. Keep it succinct and to no more than two paragraphs.
5. **Keep your profile current.** Make sure you add all of your relevant work, volunteering and educational experiences – no matter how small.
6. **Don't lie.** Be proud of your accomplishments and avoid lying. If you are starting your career, use your LinkedIn profile to showcase what your aspirations are and why.
7. **Add relevant qualifications.** Include details of the school, college and/or university you have attended, along with any relevant qualifications.
8. **Add relevant skills.** A list of creative skills will showcase all of your different abilities, will help you stand out from the crowd whilst showcasing your personality.
9. **Create your own personal URL.** Once you are happy with your profile, you can begin sharing it. You can really showcase your LinkedIn by creating a personal URL with your own name.
10. **Request recommendations.** Recommendations are personal testimonials written by someone explaining what it was like working with you. Reach out to old colleagues or teachers and ask for recommendations.

Sign-up to LinkedIn here: [linkedin.cn/signup/cold-join](https://www.linkedin.com/signup/cold-join)