



Building and improving your LinkedIn profile

These days a lot of recruiters use LinkedIn to screen candidates, so it is important to have a LinkedIn profile and make sure it is up-to-date and relevant to the jobs you are applying to.

Getting started

Go to www.linkedin.com and set up a profile. It is very easy and its free. The website prompts you to fill in the essential information and will provide you a guide on how to set up your profile. Make sure your profile is complete. It will make the odds better of recruiters finding you in the first place.

Get a custom URL

It's much easier to publicize your profile with a customized URL (ideally linkedin.com/yourname), rather than the clunky combination of numbers that LinkedIn automatically assigns when you sign up. How to get one? On the Edit Profile screen, at the bottom of the gray window that shows your basic information, you'll see a Public Profile URL. Click "Edit" next to the URL, and specify what you'd like your address to be. When you're finished, click Set Custom URL.

Make sure you are highlighting your outstanding results

Much like the rest of your resume, you'll want to highlight past results in your summary. When possible, include numbers and case studies that prove success.

Add multimedia to your summary

A picture truly is worth a 1,000 words, especially when it comes to showcasing your work. LinkedIn lets you add photos, videos, and slideshow presentations to your profile summary. So instead of just talking about your work, you can show examples. Or show yourself in action. Or share a presentation. Click 'Edit profile,' scroll down to your summary, then click on the box symbol, then 'add file. [Visit CDC Office to create your own google site and video resume.](#)

10 Important things to do with LinkedIn

1. Showcase your achievements: Your LinkedIn profile is meant to be much more than your CV. So, upload relevant and professional photos, videos, links to academic projects, extra-curricular activities and other amazing things you have done. This can make your profile memorable with recruiters. It's a place to highlight your best accomplishments. Make sure your experience section is fleshed out with bullet points that describe what you did, how well you did it, and who it impacted.

2. Networking: Grow your network of contacts by making "connections" with others on LinkedIn. Maintain contact with classmates, find new people with similar interests, people you met at work events, colleagues and recruiters. These may come in handy when making recommendations for your profile, sharing job opportunities or recommending you to your future employers.

3. Get job notifications: LinkedIn lets you search for jobs and set up job alerts and preferences so that recruiters can know that you are looking for a job. You can also receive job alerts that match your preferences.

4. Research companies and gain commercial awareness: You can follow companies you can work for and get access to news, updates and useful insights about the company and the industry.

5. Photo, Link, Other Sections: Make sure that your LinkedIn photo is professional. That means no selfies or group photos. Add a link to your LinkedIn profile on your CV, Complete all available sections as this will make your profile stronger and will let the recruiters know more about you.

6. Add all relevant skills: Your profile is 17 times more likely to be viewed if you list at least 5 skills. look at some job descriptions for roles that interest you to get an idea off what skills to list.

7. Recommendations and endorsements: Provide connections with recommendations and endorsements. This will encourage them to return the favour.

8. Read everything you have written carefully: Make sure to double check your spelling and grammar and come visit us at CDC to get it checked and have feedback.

9. Privacy: Check your privacy settings so that recruiters can view your profile

10. Keep your profile up-to-date.

Your title and summary are the first things that recruiters will notice about your profile. So, think of something that best describes you, reflects your experience, and be relevant to your career goals. For example, BBA Marketing graduate- GPA 4.0 or Experienced xyz.

In the summary, briefly explain who you are, your main achievements, and the skills, qualities, experience you will bring, as well as your career aim. You could use the profile of your CV for the summary section.