



## How to construct a LinkedIn Profile

Your LinkedIn profile is at least as important as your CV. It has some benefits to job hunters over a CV that many job hunters don't realise:

- It acts just like your own website, which means that you're findable by anybody anywhere on the planet, not just in East Sussex, West Sussex and Kent.
- Key words and phrases are critical, so make sure it's full of words and phrases that somebody would use if they were searching for somebody like you.
- You can demonstrate your skills and differentiate yourself from other job candidates by writing blogs, sharing content and making comments.
- You can build a network directly with employers and recruitment agencies.
- LinkedIn may be a business site, but it also allows you to have a more informal tone and betray some of your personality and preferences.

Many LinkedIn profiles are thin. Content is key. It's what search engines like Google use to find information, data - and somebody like you. Profiles with not much content can imply you don't know how it works, so having a poor profile can be counter-productive. Here are some simple hints about how to approach it.

- LinkedIn will prompt you as you complete your profile, so don't skip stuff. Complete all the sections.
- Don't just cut and paste from your CV onto LinkedIn. Make sure it's written in a more informal style that suggests more of your personality - people buy from people.
- Check that the dates on your CV and LinkedIn profile match. You'd be surprised how many don't.
- Have a good and recent profile shot. Smiling is good - just don't overdo it and grin like a Cheshire cat.
- Connect with old friends and colleagues. The bigger your network, the easier you are to find.
- Use the search box in the top left hand corner to search. Don't limit your search for people's names, but also for job titles, skills, companies, and recruiters. Play with this. It's a very powerful tool, and can open doors you'd not realised were there. Stick with it. It's worth it.

Even when you're not looking for a job, keep your profile up to date. It's not just a place to get a job, but to also check out friends, prospects, old and new work colleagues, new network connections, companies, and jobs and even to do some learning. Keeping your skills up to date and relevant is important. LinkedIn can help you do that.

Remember also that LinkedIn isn't just useful to cover the planet, but used correctly can really give you local leverage around East Sussex, West Sussex and Kent.

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