

South Dublin Careers - Creating your LinkedIn Profile

The Basics

- A basic LinkedIn profile is a useful way to start the process of **building a career profile**.
- A **LinkedIn profile represents who you are and should focus on the work / career area you are moving towards**. It needs to be kept up to date.
- Organisations, colleges, professional bodies etc frequently use LinkedIn **as a quick search engine for potential employees, members, students**.
- It is **like an online CV** but less rigid to use.
- The **focus is on your expertise / abilities / networks**

As a new user:

- Keep your settings at maximum privacy until you are comfortable with using LinkedIn and happy for your profile to be accessible to recruiters, hiring managers and organisations. You can differentiate between what you can see in your profile - and what you wish to appear in a public profile. You can for instance turn off Activities, Anniversaries and other Updates by going into *Manage Settings*.
- Get a professional looking photo – v important – look friendly and focussed.
- Under **current status** you can put your current role.
- Connections – LinkedIn is not a popularity contest – quality beats quantity. Start sending out invites to connect to people you know - be careful with this – but college professors, alumni associations, fellow graduates, family networks, careers advisors, friends networks. Use your judgement basically and err on the side of caution. Always ask ***Do I know this person? Do I have a context for linking up with them? Is this person likely to be a champion / ambassador for me in my career?*** There is no necessity to connect with people just for the sake of it.
- It is easy to update and develop your LinkedIn profile as you get familiar with using it.
- You can tailor your profile to whichever route you opt to take – eg – if your plan is to go towards IT for example then you can start including areas of interest relating to IT – likewise teaching, Journalism, Business, Law, Marketing etc.
- Don't bother with micro blogs or anything time consuming to begin with.
- As time goes on you can ask for recommendations from selected contacts.
- You can also recommend others for specific skills but avoid getting into a tit-for-tat bout of endorsement just for the sake of it.
- Decide about your contact details – re privacy settings.
- At this stage – a brief profile updated every two months is more than sufficient.
- **Updating – update** every so often with new skills, experiences, qualifications, courses, memberships & affiliations, internships, groups joined, conferences attended etc
- **CV** – It's standard practice to include a link to your LinkedIn profile under contact details