

**What is LinkedIn?**

LinkedIn is an online platform that connects professionals and brands. It’s a great way to connect with recruiters, showcase your credentials, build a network, and share your professional interests and activity.

### **Setting up your LinkedIn profile**

* Set a professional profile picture (profiles with a photo get up to 21 times more views)
* In your Summary, express your key interests, motivation, and skills.
* Add your relevant work experience and education. Keep this updated as you progress in your career or studies.
* Add relevant skills, and ask past employers, tutors or teachers to endorse them.
* Request recommendations. Reach out to employers, colleagues, or tutors, to leave a recommendation on your profile.

### **Making the most of your LinkedIn profile**

* The more you can fill in your profile, the more potential employers can get to know you and understand if you’re a potential fit for their company.
* If you don’t have a professional photo, ask a friend or family member to take one! Find a plain background in a well-lit space and take a head-and-shoulders photo.
* Join relevant groups and communities to engage with people in your sector
* Share and comment on posts on topics relevant to your industry
* Reach out to industry experts and local recruiters for advice on finding jobs, what they look for in new recruits, and tips on working in the industry