



Over 300 million people have a LinkedIn profile, more than ever your profile must allow you to stand out from the crowd. This Infographic aims to walk you through the key elements of an effective LinkedIn profile for getting noticed.

Building a Great Student Profile



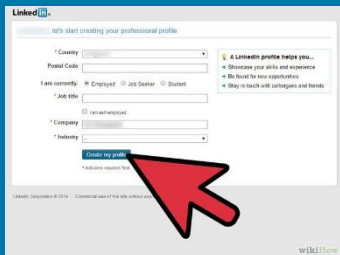
How to Create and Use a LinkedIn Account

1 Join LinkedIn



The LinkedIn [website](#). Click on the link, add your relevant personal information, and click "join LinkedIn."

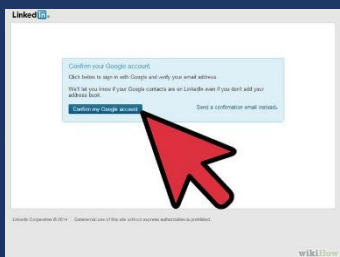
2 Create Your Profile



Your profile is an important summary of you and how other professionals see you. An updated, detailed profile projects someone who is successful, thorough, and connected. A thin or outdated profile projects someone who doesn't care or who can't be bothered. Make sure your profile says the thing(s) you want to project.

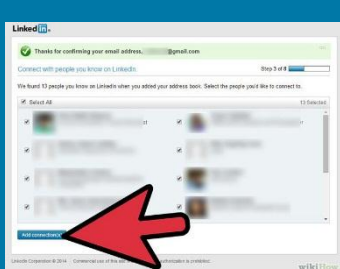
- LinkedIn's profile wizard will take you through the steps of entering your region, industry, company and current job title.
- You will also be asked whether you are employed, a business owner, looking for work, working independently or a student.
- This information completes your basic profile.

3 Confirm Your email



Confirm the email account you used to create your profile via the link provided. This will help you efficiently complete the next step, which is finding connections.

4 Add Your Connections



Connections are professional contacts whom you know or wish to know. The connections you add on LinkedIn become part of your social network.

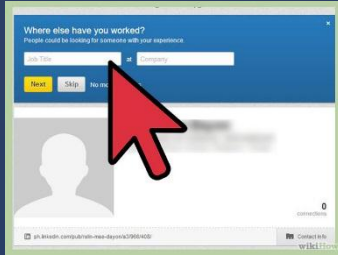
- LinkedIn will prompt you to search for connections by crawling your email, which you give LinkedIn access to. You can use this to see who among your email connections already has a LinkedIn account and invite them to become part of your professional network.
- You may opt to skip this step if you prefer to add connections individually.

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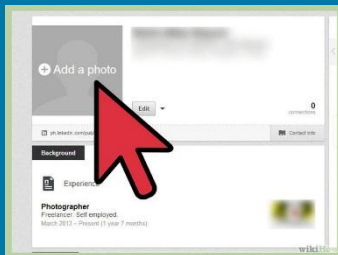
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5 Build Your Profile



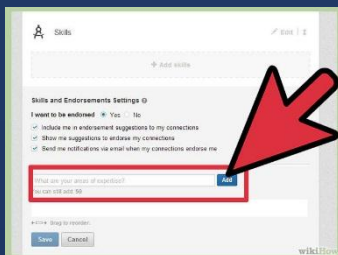
Continue to build your profile. Enter your previous employment details and your education information. Then enter a brief summary and/or headline. A brief summary or headline stating who you are professionally in a few sentences. This headline should give a sense of your most outstanding professional attributes.

6 Add a Photograph



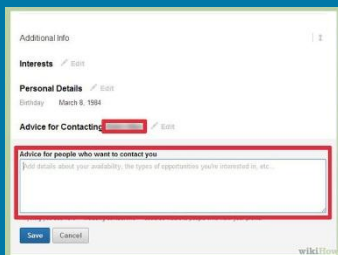
Upload a profile photograph. Unlike other social networks, this picture should reflect you at your most professional. Choose an illustration that represents your professional image. This can be a traditional head and shoulders shot, a shot of you at work or a copy of your logo.

7 Skills and Expertise



Add specialties to your profile. Including specific skills or specialties, such as veterinary dentistry or congressional campaign communications, allows other users can find you more easily.

8 Contact Information



Add your website or your company's website and your Twitter or blog information. The more ways there are for people to find you, and access information about you, the more valuable your LinkedIn profile will be.

9 LinkedIn Connections



Invite connections suggested by LinkedIn based on your employment and education listings.

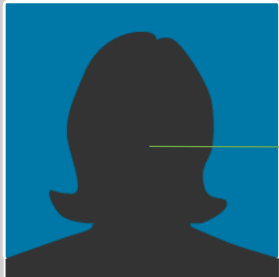


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5 STEPS TO IMPROVING YOUR PROFILE



Sarah Jones
Senior Executive

1. Profile Picture

Adding a profile picture makes your profile 14 x more likely to be viewed, you increase your chances further by having a professional looking photograph.

SKILLS & ENDORSEMENTS



2. Endorsements

Endorsements are a way of bolstering your professional identity, skills and knowledge. Your connections will endorse your expertise and those you've worked with.

SUMMARY



As Senior Execut
highly responsive

3. Summary

An effective LinkedIn summary of 40 words or more is an opportunity for you to tell your story in a way others want to hear about you. Adding keywords is essential for search optimization.

EXPERIENCE



Project planning
capturing the es

4. Experience

LinkedIn allows you to add video, pictures and presentations, these can enhance your experience section making it more eye catching.



VOLUNTEERING EXPERIENCE



ChildLine Volunt

5. Volunteering Experience & Causes

A report from LinkedIn found that nearly half of hiring managers interviewed consider volunteer work equivalent to full-time work experience.



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Top LinkedIn tips for students

LinkedIn is a useful tool for graduate job hunters, so getting to grips with it while still at university will stand you in good stead. But it could also be your chance to get yourself noticed early, and to develop contacts while you're still studying.

1. Get LinkedIn in your first year at university. Employers want to see it as an evolving online CV.
2. Make sure your LinkedIn profile is complete. Employers are more likely to look at a finished profile.
3. Make sure you upload a professional picture of yourself. No mirror selfies.
4. To make the most of LinkedIn try to get a network of at least 100 key people.
5. A student's profile cannot be too broad. Display everything you are doing. Employers will look to see what you do that is over and above what they are looking for – it's no longer just enough to have a good degree.
6. Update your profile a couple of times a term. If you complete an activity such as a first aid course, update it to show that.
7. Get to understand which groups are on there that you want to be part of and join them. Start approaching business mentors, people who can help you grow in your career and make contacts.



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Student Profile and Personal Branding

Maintain your LinkedIn Profile because it has the potential to be seen by employers around the world.

Step-Up Your LinkedIn Profile: 30 Powerful Tips | Jeremy Abel | LinkedIn

<https://www.linkedin.com/pulse/step-up-your-linkedin-profile-30-powerful-tips-jeremy-abel>

How to Build a Great Profile on LinkedIn - Usability Counts

<http://www.usabilitycounts.com/2011/07/25/how-to-build-a-great-profile-on-linkedin>

How I Easily Got 25% More Views on My LinkedIn Profile

<http://snip.ly/QLfh#http://blog.hubspot.com/marketing/increase-linkedin-profile-views>

LinkedIn Profile Photo Tips - LinkedIn Selfie - The Muse

<https://www.themuse.com/advice/how-your-linkedin-profile-photo-can-land-you-or-lose-you-the-job#>.

What your LinkedIn Profile Picture says about you. | Adrian Azcurra | LinkedIn

https://www.linkedin.com/pulse/what-does-your-linkedin-profile-picture-says-you-adrian-azcurra?midToken=AQEGmP2v90H0Cg&trk=eml-b2_content_ecosystem_digest-recommended_articles-277-null&fromEmail=fromEmail&utm=1wQApilV8TDCA1&utm_content=buffer4f819&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

7 Reasons Why Your LinkedIn Profile Does Not Get Views

https://www.linkedin.com/pulse/linkedin-tips-7-reasons-why-your-profile-does-get-views-knyszewski?utm_content=buffer7907c&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

How To Optimise Your LinkedIn Profile For Recruitment

<http://sironaconsulting.com/2015/01/21/how-to-optimise-your-linkedin-profile>

2014 Grads – 10 Simple Steps to Optimize your LinkedIn profile for recruiting and hiring

<https://www.linkedin.com/pulse/20140505151449-54592984--14-grads-10-simple-steps-to-optimize-your-linkedin-profile-for-recruiting-and-hiring?trk=mp-reader-card>

How to Use Comments to Start Conversations with Prospects

http://sales.linkedin.com/blog/how-to-use-comments-to-start-conversations-with-prospects/?src=s-twpr&utm_source=social&utm_medium=twitter-promo

22 LinkedIn Secrets LinkedIn Won't Tell You

<http://www.forbes.com/sites/williamarruda/2014/03/04/22-linkedin-secrets-linkedin-wont-tell-you/>