LINKEDIN 8-STEP CHECKLIST

01

STAY AS ACTIVE AS POSSIBLE

For your profile to stand out, you must be as active as possible while online. This activity can vary from liking & commenting on your connection's posts & achievements to sharing industry news or trends. Offering your thoughts and opinions on the topic is an excellent tactic to demonstrate your interest in your industry while getting your name and profile noticed by other industry professionals.

YES ☐

02

UPDATE YOUR PROFILE IMAGE

Your profile image is the main visual connections and recruiters will notice, consider the type of audience you wish to attract and the impression you want to portray. Your image sets a tone for your profile, does your image come across as professional, competent, fun or approachable.
Consider the industry you are in and think what employers or recruiters would think of you from your profile image.
Top Tip: Make sure it is a recent image and it still looks like you. If you graduated 5 years ago, an image of you in a cap & grown may not be the best look for you.

YES ☐

03

GROW YOUR NETWORK

It is important to connect with other industry professionals, putting your name and profile out there, while staying in the loop with what they are sharing. Connecting with big names in your industry will also demonstrate to any recruiter that you have an interest in what you do.
Top Tip: Don't be afraid to reach out to your contacts via in-mail, it's a unique opportunity for you to introduce yourself and to get noticed by other industry professionals.

YES ☐

04

NEVER UNDERESTIMATE THE POWER OF KEYWORDS

Keywords are exactly how your profile gets recognised by employers and recruiters. Including these words in your job descriptions and summary are key to standing out from the crowd when recruiters begin their searches.
Top Tip: Consider your dream job, and review a few of these job descriptions, pick out the keywords that relate to you and your experience the most and try to include these as much as you can through out your profile.

YES ☐

05

ASK FOR FEEDBACK

Depending on your experience, don't be shy to ask old colleagues, contacts or previous clients for a few words of recommendation as a way to promote yourself and experience on LinkedIn. Reviews or testimonials will demonstrate to your network the achievement and values you have offered throughout your experience.
Top Tip: You can add a recommendations section to your profile by clicking 'Add profile section' on your main profile. You can send an invite to those you think would provide you with one.

YES ☐

06

BE A POSITIVE REFLECTION OF YOUR COMPANY

Be an advocate for your employer, connect with your colleagues, share good news or achievements or post about your experiences with the company so far.
Top tip: Connect with people on all levels of your company, it demonstrates your interest in the company and gives more opportunities for your network to grow.

YES ☐

07

TREAT YOUR SUMMARY LIKE A SHORT STORY

Your profile summary is where you bring your professional journey to life. Your summary should be a short description of your experience, where are you now, and what you hope to achieve in your career.
Top Tip: Treat your summary as if you are telling a story, every convincing story should have a beginning, middle and end, even if it is only a few lines.

YES ☐

08

SWITCH YOUR PROFILE TO FINDING A NEW JOB.

Putting yourself at the top of a recruiters list could be easier now that LinkedIn allows you to show that you are open to new roles, while minimising the risk that employees or managers will see it in your current company.
Top Tip: Your title is one of the first things recruiters will notice, consider listing your job title along with other titles that mean the same thing. For example, Talent Acquisition Specialist & Recruitment Consultant.

YES ☐