

LinkedIn Profile Tips for Graduates

LinkedIn is a social networking platform for business professionals with over 600 million users. It is therefore advisable that students register and make use of LinkedIn to find jobs. Here are some LinkedIn Profile considerations for students and graduates:

Photo

Providing a photo, head and shoulders up, with a clean background, will increase your chances of being searched by prospective recruiters

LinkedIn headline

The best formula to write a graduate headline, “what you are currently doing, what you aspire to do”

For example: “Marketing graduate seeking position in marketing”

LinkedIn URL

Personalise your URL to your name and surname

LinkedIn summary

The summary is a crucial section of your LinkedIn Profile. Some tips to write a summary:

- Before starting your profile, it important reflect on your career plan. Conduct research to understand your target audience; what industry are you targeting
- Describe what you are currently involved with related to the industry identified
- Describe what you are passionate about. (You are allowed to showcase your personality)
For example: “Completed my degree in marketing, passionate about thinking out of the box and coming up with creative ideas.”
- Add a clear and concise description on your expertise and noteworthy work experiences you might have and mention accomplishments
- Also add a call for action, for example: “Currently seeking employment in the Information Technology field.”
- Use key words from industry to allow recruiters to find you more easily (Research previous Alumni LinkedIn Profiles in the same industry to get a better understanding of the appropriate key words to use)
- Do not write more than 3 paragraphs with 3 to 4 sentences per paragraph

Work experience

Add work experience, regardless if it was only part-time, voluntary or vacation jobs

Skills

It is recommended that you add at least 5 skills. Make sure they are skills that you actually possess and that they are relevant to your education and past work experiences.

Endorsements

Do not be shy to ask for endorsements from former lecturers or employers.

Networking

LinkedIn provides a unique opportunity to network. Request to network with your former class mates, friends and family

Alumni network

The Alumni network provides you with an opportunity to engage with former Alumni from your education institution. Former Alumni can be a good resource to connect you with potential future employers. For example, you could request an informational interview and not just directly ask for a job

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