



LinkedIn Academy Workbook

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The University of Manchester Careers Service

www.manchester.ac.uk/careers

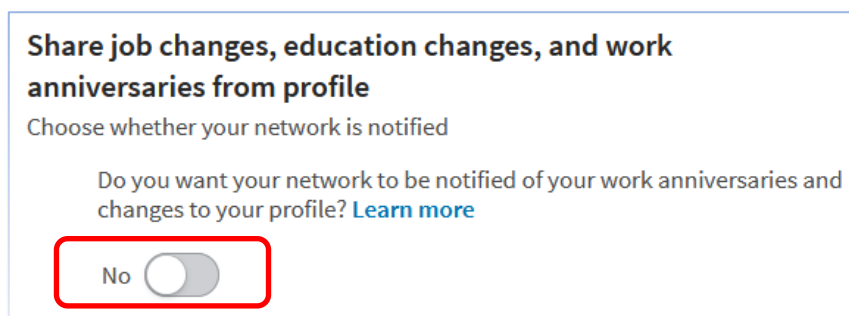
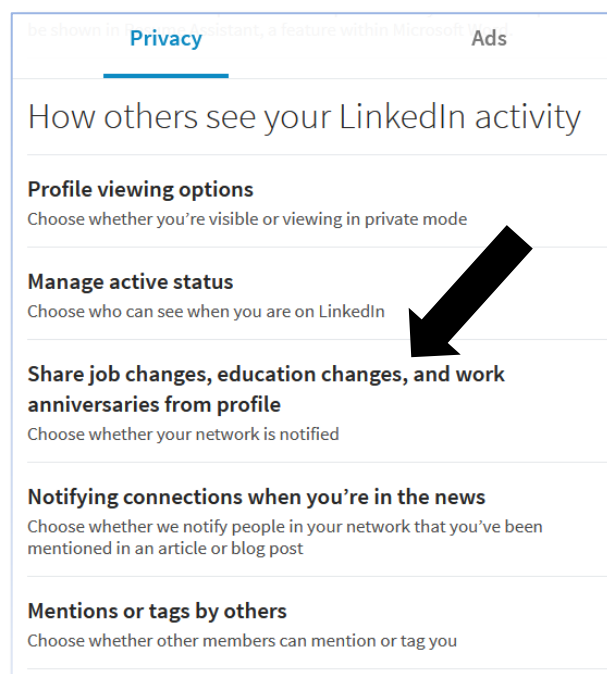
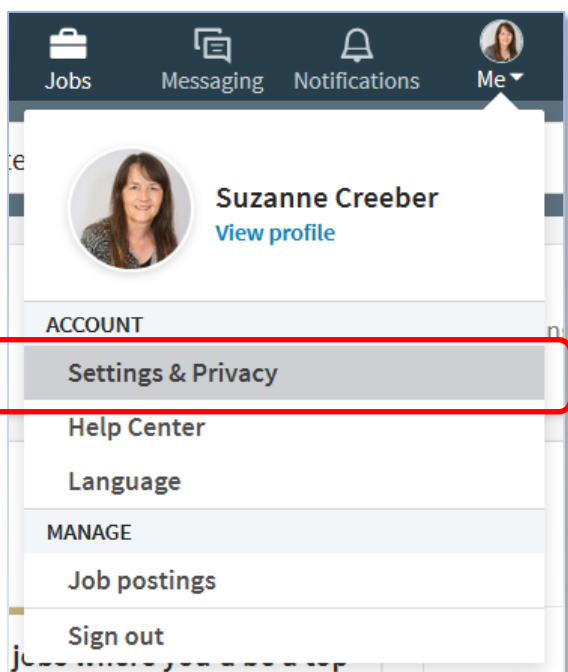
Part 1: Creating a professional LinkedIn profile

Task 1: Find your privacy settings and switch off sharing profile edits

Before you start to edit your profile, we recommend changing your privacy settings. This will ensure your connections won't receive updates whilst you are editing your profile.

You can change privacy settings using the 'Settings & Privacy' menu.

- Select the *Me* icon at the top of your LinkedIn homepage, then choose *Settings & Privacy*. On the next screen, select *Privacy* at the top of the page and then *How others see your LinkedIn activity* from the side menu.
- Select *Share job changes, education changes and work anniversaries from profile* and set the switch to 'No', until you are ready to share your profile.



- You can now create and edit your profile until you are happy with it, safe in the knowledge that your connections will not be notified of any changes until you choose to do so.

NB: When you are editing sections of your profile, you'll also be able to switch notifications on and off using the *Share with network* option.

Task 2: Add an appropriate photograph to your profile

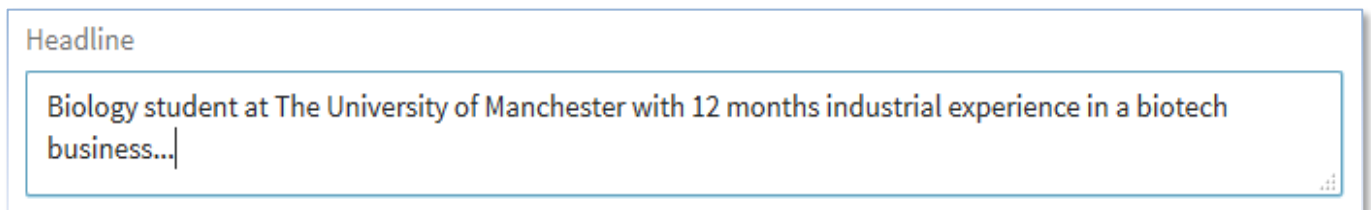
Research suggests that you are 14 times more likely to get a response if your profile includes a professional looking headshot – keep the selfies for Facebook. Simply click on the photo field in your profile to edit it.

- Choose a photo which reflects how you look on most days (how you wear your hair, spectacles not sunglasses etc). Choose a photo taken with good lighting or natural daylight (not one by the bar at dusk on holiday) and avoid those with distracting backgrounds.
- It needs to be a headshot, so most of the frame (~60%) should be taken up by your head and shoulders. Crop/resize the photo if necessary.
- Wear clothing that matches the professional environment you are aiming for.
- Expression is important – unlike a passport photo are allowed to smile but keep it natural. A good tip is to smile with your eyes – sounds weird but try it. Aim for friendly and approachable.

Task 3: Edit your profile headline

The headline is the most visible section of your LinkedIn; it is displayed under your name when users search for you and it's on top of your profile page. It is the first thing a recruiter will see when they search for potential candidates. "Student" says nothing about what sector you're interested in, your skills, your experience or what you can do. Be specific!

- Select *Me > View Profile*, then select the pencil icon at the top of your profile to go into edit mode.
- Replace the text with a short statement as appropriate – this could be what you can offer (e.g. your degree title, your achievements), or what you are looking for "work experience in..."

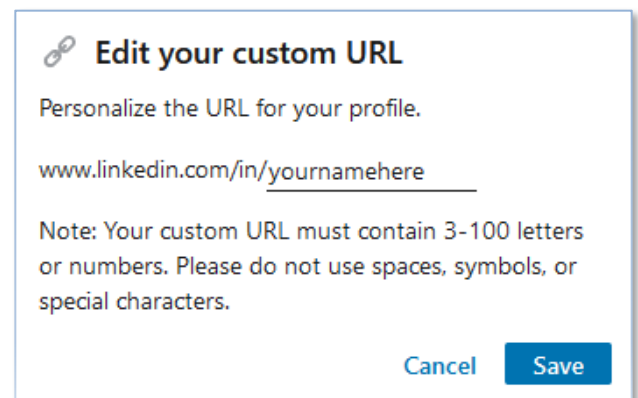
A screenshot of the LinkedIn profile headline edit interface. It shows a text box with the placeholder text "Biology student at The University of Manchester with 12 months industrial experience in a biotech business...". The text box is titled "Headline" in the top left corner. There is a small icon in the bottom right corner of the text box.

- There is a 120-character limit for the headline.
- Keep your headline up to date to reflect your changing experience.

Task 4: Customise your public profile URL

When you set up a profile on LinkedIn, the default URL you get is a mix of your name and what looks like random numbers and letters. Customising your URL makes it easier to remember and it will look more professional on your email signature, business card or CV.

- Select *Me > View Profile*, and then *Edit public profile & URL* on the right of the screen.
- Select the pencil icon to go into edit mode.
- If your name is not unusual, you may need to try different variations. For example...

A screenshot of the LinkedIn "Edit your custom URL" dialog box. It features a title "Edit your custom URL" with a key icon. Below the title is the text "Personalize the URL for your profile." and a text input field containing "www.linkedin.com/in/yournamehere". A note below the field states: "Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters." At the bottom right, there are two buttons: "Cancel" and "Save".

Firstname-surname-city you work in, e.g. /samsmithmanchester

Firstname-middle initial or name-surname, e.g. /samjsmith or /samjosephsmith

- Remember to add your new LinkedIn URL to your CV and your email signature in emails to recruiters.

Extension task: Add a Twitter account

Do you have a Twitter account that is appropriate and that you would be happy for recruiters to see? You can add it to your profile:

- Click the *Me* icon at the top of your LinkedIn homepage.
- Select *Settings & Privacy* from the dropdown.
- Under the *Partners and Services* section of the *Account* tab, click *Change* next to *Twitter settings*.
- On the *Manage your Twitter Settings* page, you can Add your Twitter account.

Task 5: Create a powerful About section to introduce yourself

The About section is an essential part of your LinkedIn profile. It enables you to highlight your achievements and your professional interests/aspirations. It's also useful to draw the attention of the reader to your educational experience, as you cannot reorder sections in your profile to move your Education section to the top. To add an About section, select *Me > View Profile*, then *Add Summary*.

1. Start by thinking about how you want the person viewing your profile to respond (e.g. connect with you; offer you a job or other opportunity). What could you share with them that would encourage them to contact you?
2. Write the summary in the "first person" i.e. using "I". You can be more conversational than you would on a CV but try not to waffle!
3. There are lots of "how to" guides on the Internet with useful advice on how to write a good summary for LinkedIn. Tip: Look at About summaries on other people's profiles for ideas.

Task 6: Add an Education or Work Experience section

- Click on the *Me* icon to get to your profile page, then select *Add profile section*.
- Under *Background*, click on either Education or Work Experience to add details of your university degree or a job or internship.
- Add a description and use bullet points to organise the text (see below).
- Tip: There's no "spell-check" in LinkedIn! Draft your text in Word first so you can check for errors.

How to insert bullet points into a section

Use bullet points to organise information in your profile and make it more readable. LinkedIn doesn't offer a "insert symbol" tool, so you have a couple of options...

- The simplest way is to copy-and-paste text from Word into LinkedIn, as it also copies the bullet points you use. This works with most standard symbols.
- Alternatively, you can insert a simple bullet point by holding down the Alt key and typing 0149 where you want the bullet to appear. This works in most sections.

- Search for websites with symbols that you can copy-and-paste into your profile e.g. www.linkedin.com/pulse/how-add-bullets-symbols-your-linkedin-profile-loribeth-pierson

Task 7: Add skills to your profile

Recruiters will search the database of LinkedIn profiles for key skills they require.

- Add specific skills relevant to your discipline or target career area. E.g. Biological Science students can add in lab techniques (western blotting, gel electrophoresis etc) and practical transferable skills (data handling, Excel). Psychologists could include research skills (quantitative research, SPSS), experience using psychological techniques (CBT). History and Philosophy students could include skills like critical thinking and analytical skills. And so on...
- Avoid listing generic skills like teamwork and communication. Instead, use action verbs, like 'organised', 'developed' or 'collaborated' when you describe your work experience and education, like you would in your CV.
- When creating your profile, avoid the over-use of adjectives like "passionate", "enthusiastic" and "motivated". Be original and specific, and always supply some evidence for any skills or qualities you claim to have!

Task 8: Accomplishments: add a project

Include *Projects* to highlight relevant coursework – particularly useful if your work experience is limited. Make the most of any research skills modules, dissertations and final year projects, or group projects in UCIL units like Leadership in Action (MLP). You could also include projects undertaken at work or related to your extracurricular interests e.g. running a campaign or organising an event.

- Use action verbs to demonstrate the skills applied and developed in each project. Use the CV & LinkedIn handout from The Careers Service for guidance on how to evidence how you used "skill A in context B to achieve outcome C".
(www.careers.manchester.ac.uk/media/services/careersandemployabilitydivision/careersservice/cpublications/startingpointseriesofhandouts/jobsearch/CVlinkedinguide.pdf)
- Highlight the project management skills gained – organising work, dealing with problems, meeting deadlines.
- You can also add in "creators" i.e. people you collaborated with on the project.

Extension task: Add other accomplishments to your profile

Use the Honors & Awards section under Accomplishments to highlight any significant achievements or academic prizes you have received.

- Add any university prizes or competitive bursaries you've received or significant sporting honours.
- This is a good place to put the Stellify Award (remember to describe what it is!) and/or other volunteering awards.

You could also add in languages, organisations you are a member of (e.g. learned societies, professional institutions etc) and additional courses you have completed. You can also add test scores here too e.g. IELTS.

Task 9: Activate “Looking for job opportunities” on your profile

In this section, you can let recruiters or anyone on LinkedIn know you are open to job opportunities. You can specify the roles you seek e.g. job titles you are interested in, preferred locations and whether you want full-time, part-time or internship opportunities. When you complete this section it informs the jobs you see when you use the job search function on LinkedIn, as well as the search results for recruiters headhunting on LinkedIn using LinkedIn Recruiter. If you don't switch this on, you won't be easily found by recruiters using LinkedIn Recruiter, so you do it as soon as you are happy your profile is complete.

You'll find this option either at the top of your profile under your headline or by selecting *Add profile section*, then *Intro*.

Manchester, United Kingdom · [500+ connections](#) · [Contact info](#)

Show recruiters you're open to job opportunities—you control who sees this.

[Get started](#)

Click here to let recruiters know you are open to job opportunities and to tailor your career interests

Manchester, United Kingdom · [500+ connections](#) · [Contact info](#)

Open to job opportunities

Account Executive and Marketing Assistant roles

[See all details](#)

This can be edited later or switched off

Only recruiters

Part 2: Using LinkedIn to research careers and find jobs

Connecting with others

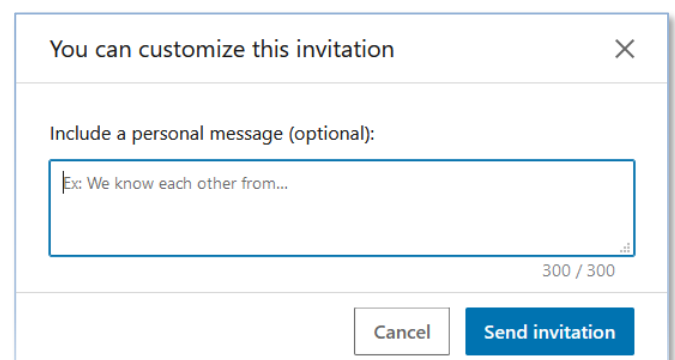
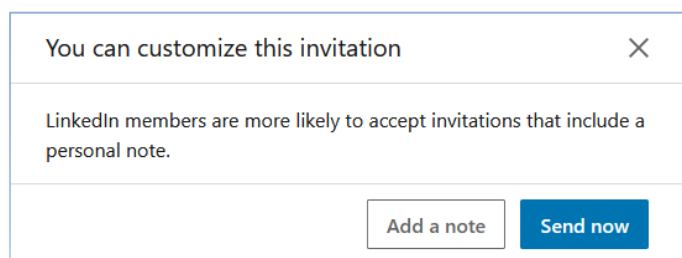
When you do a search on LinkedIn, it prioritises the results depending on your degree of connection with an individual (e.g. the closer your connection, the more information you can see on their profile). Thus, the more connections you have, the greater chance of the results including people to whom you are connected. LinkedIn encourages members to only connect with people they know, but it is legitimate to connect to people with whom you share an interest or have a shared experience (e.g. another Manchester graduate).

When connecting with others, especially people who you don't now well, **it is vital that you personalise your invitation**. If you don't, people may choose not to connect with you either because they don't know you or because you haven't made the effort.

Top tip: View their public profile BEFORE you connect with them, as some people monitor who has viewed their profile. Remember to change your privacy settings first if you usually keep your search activity private!

Connecting on a desktop PC

1. ALWAYS send connection requests from the person's actual profile page to ensure you can use a personal message (DON'T use the "connect" option on the 'People You May Know' or similar pages or they may only receive the generic "will you join my network" notification).
2. When you select 'Connect' from here, LinkedIn will prompt you to include a personal message.
3. Use the personal message to establish the reason why you wish to connect or what you have in common with them (e.g. met them at an event, studied the same subject or interested in their career area). If someone you know has suggested them as a contact, you should mention this too!



Connecting on the mobile app

1. Again, ONLY send connection requests from the person's full profile page but INSTEAD of selecting the 'Connect' option, select 'More...' to access some additional options.
2. Select 'Personalize invite' from the menu to add your personal message.

Keep up to date with your connections

Once you have some contacts on LinkedIn, comment when they have a work anniversary, gain a new skill or start a new role: it's a great opportunity to reconnect and remind them you exist.

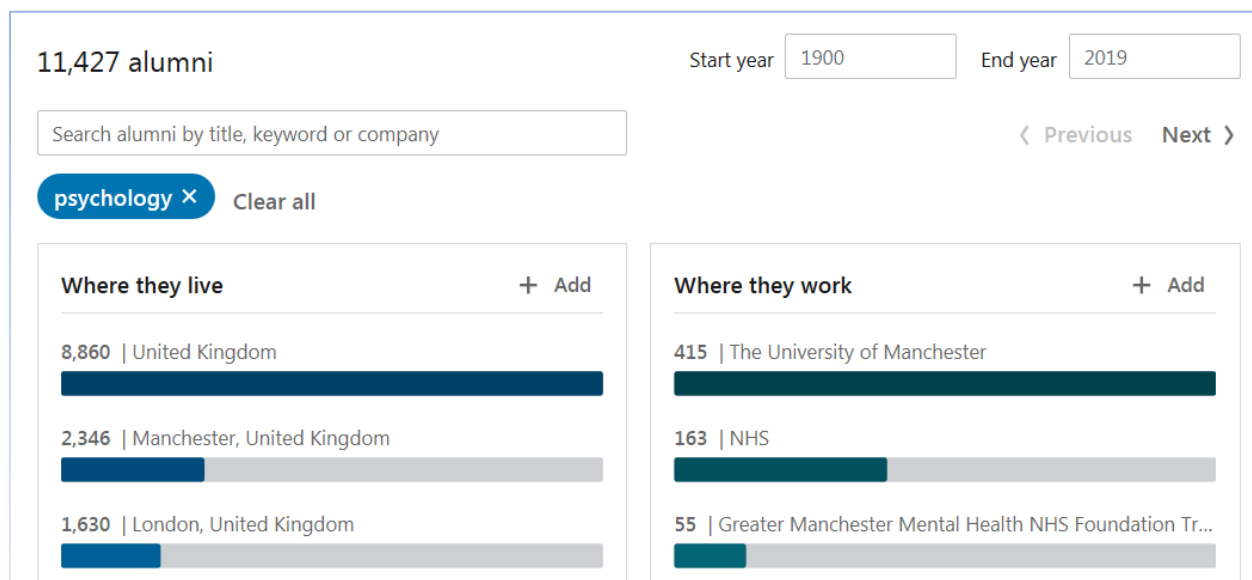
Extension Task: Ask for recommendations from your contacts

LinkedIn places a lot of emphasis on recommendations (a bit like references or short testimonials) and profiles with recommendations rank higher in searches. You can request a recommendation from an employer or colleague from a part-time job or internship, a manager from a voluntary role, or someone in another organisation you've worked with.

- To request a recommendation, go to the profile of the person you would like to recommend you.
- It's a two-way street, so consider writing recommendations for people you've worked with too, and they may well reciprocate.

Task 1: Alumni search

- Search for a university, and then follow the *Alumni* option from the left hand menu.
- You can search Alumni profiles using the following criteria:
 - Search the set of Alumni profiles using a key word;
 - Search for profiles between specific dates;
 - You can also search depending on where they live, work, what they do, what they studied and what they are skilled in (use the Next > arrow). You can also click on the individual bars to search within the results and add in your own criteria.



Use Alumni search to get career inspiration and explore...

- What previous people from your own course went on to do after they graduated
- What people who studied a course you are considering went on to do after it – is it right for you?
- Where University of Manchester alumni work and for whom
- What work experience, qualifications or activities they did as a student or recent graduate that led to that position? What do you need to do now if you are aiming to work in the same area?

The Manchester Network



As a student of The University of Manchester, you have exclusive access to our mentoring portal - The Manchester Network, where you can connect with mentors for careers-related information, advice and guidance. You can sync your Manchester Network profile with your LinkedIn account and log in via LinkedIn.

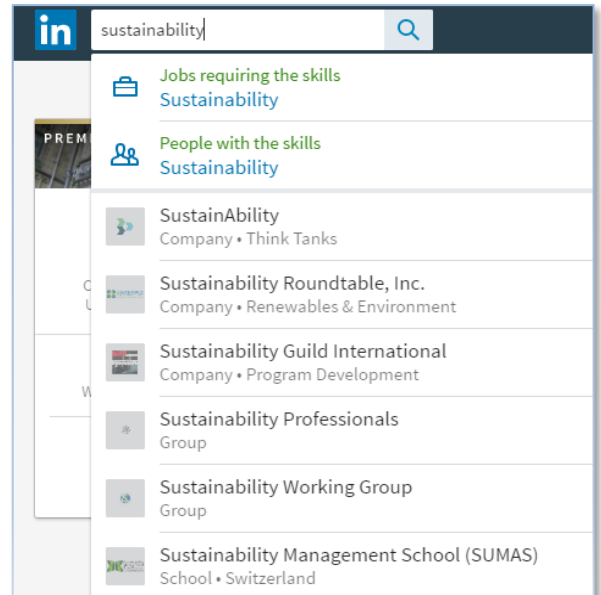
Find out more about mentoring and to access the Manchester Network:

www.careers.manchester.ac.uk/findjobs/mentoring/

Task 2: Other searches on LinkedIn

If you have a particular interest (e.g. a topic you've studied, or something you have work experience in), use the *Search* box to explore the sorts of jobs that relate to that area, what companies or organisations work in that field, and what different career paths look like. Job titles can be very confusing, and this is a great way to find out more about typical roles and routes into particular areas of work that may be unfamiliar to you.

- Type your keyword or “phrase in quotations” into the *Search* box. You can see here that the search results for the word ‘sustainability’ include jobs involving sustainability, people with the word ‘sustainability’ in their profile, companies, groups and schools (i.e. universities).
- You then get a list of further options as tabs to click on: *All – People – Jobs – Content – Companies – Groups – Schools*.
- **People search:** Click on *People* and you can see a list of people who work (or have worked) in jobs related to your topic. As with the *Alumni* search, this is a great way to identify job titles and companies that you could target for work experience and jobs, as well as contacts to get insider information about opportunities.
- On the right-hand side of the page, you'll see some filters you can add to your search. Clicking on *Industries* will give you an idea of what sectors these sorts of jobs will be most likely to be found in. E.g. If you are interested in a consultancy role, click the checkbox for ‘Management consulting’ under *Industries*. NB: Only the top 5 industries will appear. You can add more in the search box, but you have to know what LinkedIn's industries are (and some are not very obvious, e.g. ‘Nonprofit Organization Management’= Charities and NGOs). You can find a full list of Industries here: <http://www.patrickomalley.com/linkedin-industry-list-advanced-search.html>
- **Other tabs:** Check out the *Companies* tab too to see more companies involved in your topic, and *Posts* to see articles about your topic.





Task 3: Finding and joining groups

You can find and join LinkedIn groups in your areas of interest to help you with your career research, improve your commercial awareness, find jobs, share content and connect with professionals with similar interests. <https://www.linkedin.com/help/linkedin/answer/81911>

To search for groups by name or keyword:

- In the search box at the top of your LinkedIn homepage, type keywords or group name of interest and click *Search*.
- Go to *More* on the top tab, then on the dropdown menu click *Groups*.
- You can also construct more complex search queries by using operators like AND, OR and NOT e.g. ("cancer research" AND "UK").

To browse groups recommended for you by LinkedIn:

- Select the  *Work* icon in the top right of your LinkedIn homepage and select the  *Groups* icon from the dropdown.
- Select *Discover* at the top of the page to view a list of suggested groups. If there are no daily highlights to display, the *Discover groups* option is more prominent.
- You can then request membership by clicking the *Ask to join* button under the group description.

Look at the groups that LinkedIn recommends for you – are any of interest? LinkedIn will refine the list based on how active you are on LinkedIn, the more connections you have and organisations you follow.

Top tip: Browse profiles of LinkedIn members active in the areas that interest you, and see which groups they are members of. This is a somewhat hidden. You have to scroll down to the bottom of the profile to the 'Interests' section and click on 'See all', and then click on 'Groups' in the pop-up box.

Choose the right group for you

Select a group's name to view the *About* page. Things to consider when joining a group include where it is geographically based, number of members and its relevance to graduates.

Group admins may review your request to join or ask for additional information to make sure you meet their membership criteria. Membership approval is solely up to the group.

Posting in groups

Before you start a conversation, ensure the topic is current and relevant to the group's objective. It is an opportunity to share ideas and learn from each other, rather than a way to directly ask for jobs or work experience.

Starting good conversations can help raise your visibility on LinkedIn with group members who may be influential. Your posts may develop into job or mentoring opportunities and global connections.

By being a member of a group, you automatically get to see the profiles of other members who may be in a place to offer you advice and guidance. It can also help with career research by looking through their career journey, groups of which they are members and companies they follow etc for ideas and inspiration.

Task 4: Job search

Before you start, remember to tailor your career interests (see page 6).

Select *Jobs* from the top toolbar

- If you know what role and location you want, complete the fields at the top of the page and then select *Search*.
- If you don't know what you want to do, leave it blank and select *Search* for more options.



You can search for jobs in LinkedIn using the following criteria:

- Where the jobs may be located, in the UK and worldwide
- The company if known you would like to work for
- The date the job was posted (sort jobs by the most recent to avoid jobs that may have closed)
- Filter by experience level to view jobs that match your level of experience/qualifications
- Job function, to search by marketing, accountancy, consulting etc
- Search by industry to view roles available in manufacturing or media for instance

You can also create a job search alert when new jobs are posted that meet your search criteria...

Note: Some companies (especially big employers) have a *See jobs* tab on their company page on LinkedIn, so if you have some ideas about companies you want to work for, this is another way to find jobs. Note: Some companies will reject candidates who are not following them, so make sure you follow companies on LinkedIn, to show your interest, before you apply.

Applying for jobs on LinkedIn

- Some companies ask you to apply via their website. You will be given the option to share your LinkedIn profile with the job poster when you apply before it takes you to their site. 
- Some use the Easy Apply feature where LinkedIn hosts the job application, enabling you to pre-fill information from your profile and used saved answers for future applications. The application is then securely sent to the company whose job you're applying for. If you use this feature, DO check that any saved information is accurate and still relevant before you re-use it for different job applications. More info: <https://www.linkedin.com/help/linkedin/answer/71792> 

Task 5: Being Active in the LinkedIn Community

As a member of the LinkedIn community, you have access to a wealth of information. You have the opportunity to interact with people with shared professional interests by joining groups, and to keep up to date with organisations by following them. By being active on LinkedIn, you will also make your profile more likely to be found, as the search algorithms prioritise active users over those who rarely access their account.

1) Post updates and comments regularly

As with Facebook, your updates, likes and comments on others' posts will show up in the news feeds of your connections and keep you on their radar, so if you want to be visible, make sure you post regularly. Even as a student, you can easily:

- Like and comment on others posts.
- Write status updates with things like projects you are working on, events you are attending (e.g. careers events), what you are reading about (and again, your views).
- Share articles from your news feed that interest you and introduce them with your own opinion of what you've read.

2) Follow organisations

There are 17 million organisations on LinkedIn and many use it to broadcast updates as part of their social media strategy. Following an organisation will send updates to your LinkedIn home page, but importantly, if they advertise a job on LinkedIn and you are not already following them, they could question your interest in their organisation.

3) Check out your *Home* page for starters

What's on your news feed right now? How often do you take time to read it? You could be missing out on:

- Posts connections have shared and articles they have written
- Updates from organisations you follow (including jobs!)
- Updates from groups that you have joined

Make it part of your regular routine to get the most out of LinkedIn.

Extension task: Customise your news feed

Your LinkedIn news feed contains updates from your network and companies you follow. It can be customised to see the news and content that are important for you. Click on the three horizontal dots at the top of any post to improve your feed. This will give you other suggestions of companies and influencers (top industry leaders) to follow.

Extension task: Write an article

Writing your own article is one of the best ways to raise your profile on LinkedIn and get yourself noticed by potential recruiters. It demonstrates you already have an interest in the professional world, as well as showcasing your writing skills. You could write a short opinion piece about something related to a sector you are interested in or discuss the results from a project you have conducted on your course. As you read what pops up in your news feed, see what others are writing for inspiration. Make sure you add a (copyright-free) image to accompany your article.

Posting articles is just an extension of posting an update. Click on the 'Write an article' link to enter the article editor.

Share an article, photo, video or idea



Further Resources

We have more even advice on using LinkedIn and links to blog posts and videos on the Careers Service website at: www.manchester.ac.uk/careers/applicationsinterviews/linkedin. On this page, you can also download a copy of our '**CV and LinkedIn Guide**' for information and advice on developing a strong LinkedIn profile, alongside your CV.

You can also book an individual appointment with an applications adviser to review your LinkedIn profile, as well as CVs, covering letters and applications. See:

www.manchester.ac.uk/careers/services/applicationsadvice.

LinkedIn's own course 'Learning LinkedIn for Students' is also a useful resource. It covers how to create a profile, build a network, using LinkedIn day-to-day, job search and company research and managing your LinkedIn account.

<https://www.linkedin.com/learning/learning-linkedin-for-students/welcome> .