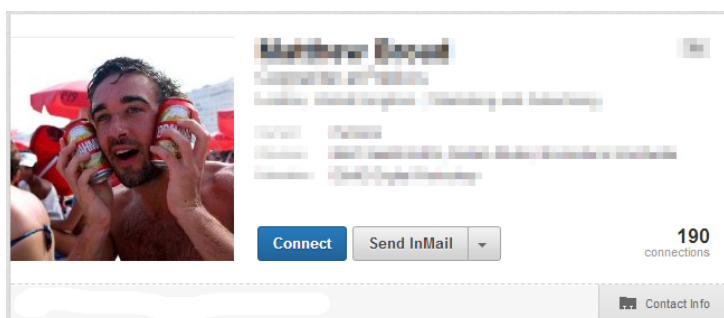


Using LinkedIn

LinkedIn is becoming increasingly important in the world of job searching, particularly within the tech ecosystem. LinkedIn provides you with the tools to be able to network anytime, anywhere. We advise students to ensure they have a professional and up-to-date LinkedIn profile with which they can then connect with businesses and individuals that match their interests and skills, and hopefully be able to network their way into a role.

The Basics

- Ensure your name matches the one that is on your CV. This makes it easier for recruiters to find you after seeing your CV.
- Have a professional photo. The background should be neutral if possible. Ensure you are in a suitable setting e.g. not in the pub. Try to avoid pictures with other people in them. Avoid pictures of you holding alcohol.

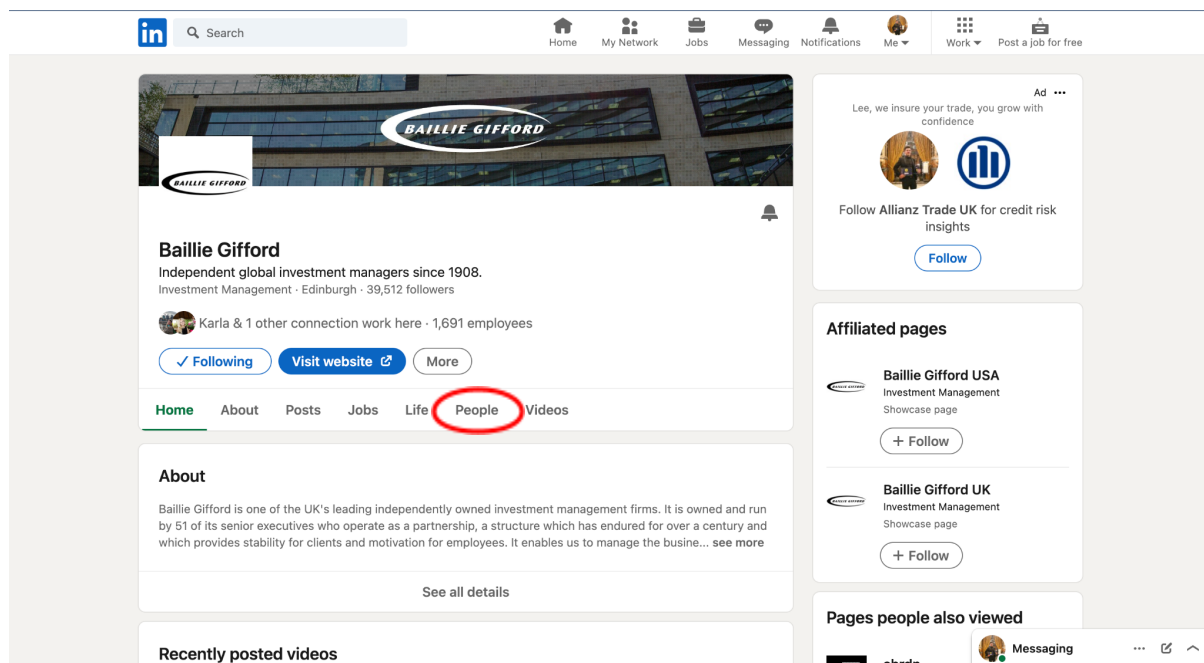


- Choose a neutral background picture
- You are able to edit your profile URL. Consider creating one that is reasonably short so that it fits on your CV with ease
- Your headline doesn't just need to be your job title/current status. You can include a sentence or two about what you're doing involves

- Your LinkedIn Summary should be similar to your personal profile. It should capture your career path so far and what skills you have developed as a result (both technical and core)
- Have your LinkedIn URL on your CV and check that it works!

The Art of Networking

- Connect with relevant companies within the data/software dev sectors
 - A good place to start is by connecting with CodeClan partners and staff
- Once you have found relevant companies/startups, connect with their people. To do so, go onto their company page and then click the people tab to find relevant staff



- Don't be afraid to message new connections. This is what networking is all about, messaging people you have never met because they have knowledge or information about a company/job that you are interested in! Ensure you remain professional.

Things you may message connections about:

- More information about what they do in their role
- More information about the company they work for
- Support and advice with entering their particular sector
- If you have attended an interview with them, you can connect with them afterwards to show you are keen to stay in touch regardless of the interview outcome

What Should I Post?

It's important to remember that LinkedIn is a PROFESSIONAL social network, unlike Facebook, Instagram, Twitter etc. In other words, all your posts should be professional in terms of not being about your personal life.

Some examples of the things you can post are:

- Achievements during your time at CodeClan
- Your CodeClan and personal projects
 - Github Link
 - Screenshot or screen recording of your software functioning
 - Project Brief
 - What you did and how you did it
 - If it was solo/pair/group. If pair or group then tag your peer(s)
 - Particular challenges you faced and achievements
- Share posts from peers about their projects etc
- Share posts from relevant companies and organisations