



**Build your brand**

# **LinkedIn Profile**

Visit our website

# Introduction

Welcome to the second of a series of “Build your Brand” tasks. These tasks focus on helping you to showcase your newly acquired development skills to peers, potential clients and employers. In this task, you will be creating (or if you already have one, updating) a LinkedIn profile. This task explains what LinkedIn is and why it is important to have a LinkedIn profile. It also provides tips for creating a great LinkedIn profile. The Hyperion Connect team ([connect@hyperiondev.com](mailto:connect@hyperiondev.com)) is standing by to provide any further guidance regarding this task.

## BUILDING YOUR PROFESSIONAL BRAND

*“Software Engineers, You Need A Personal Brand”*

*-Daniel Levitt Forbes Councils Member*

<https://www.forbes.com/sites/forbestechcouncil/2018/07/13/software-engineers-you-need-a-personal-brand/#2f4d60d671b3>

Professional branding is about the reputation that you build as a professional. It is how others (including your peers, colleagues, clients and potential employers) perceive you. Your professional brand lets others know what your special skills are, what services you provide and what values you esteem.

Whether you like it or not, you will be branded by what you do or don't do. For example, a potential employer may take a dim view of a person in the software development field who doesn't make use of online services like GitHub and LinkedIn, which are commonly used in this industry. Additionally, someone may question a software developer's passion for their field if they aren't using tools like GitHub. As [this article](#) puts it, “If you're not defining your own brand, it's certain others are going to do that for you, so you need to take control of it. Something like 77 percent of people you talk to are going to Google you to find out more information, and you need to make sure your personal brand reflects who you say you are, not who others say you are.” This is probably truer in the software development industry than in any other field.

## WHAT IS HYPERION CONNECT?

Hyperion Connect is a division of HyperionDev that is dedicated to securing developer jobs for our graduates by connecting students with employers of their

choice. Hyperion Connect offers placement and career support services. It's much easier to land a tech job with dedicated professionals who know the industry supporting you. HyperionDev Connect serves precisely this function.



Hyperion Connect provides the following services to all of its graduates:

- Prioritised career support to all our graduates and alumni.
- Recruitment/Placement process facilitation from introduction to offer stage, and beyond.
- Creation of the Hyperion Connect Platform to create awareness of our developer community.
- The structure and design of your resume and credentials.
- The marketing of the Hyperion Connect platform and of your individual dev cards.
- The upskilling after your Bootcamp if required by your hiring company.
- After placement support to ensure placement success.
- The business development and account management divisions to ensure constant company interest in Hyperion graduates and developers.

All the tasks in the “Build your Brand” series can be used by Hyperion Connect to help you get placed when the Bootcamp is complete if you so wish. Feel free to reach out to the Hyperion Connect team for help to build your brand at any stage. You can contact them at [connect@hyperiondev.com](mailto:connect@hyperiondev.com).



## A note from the **Hyperion Team**

Read this [blog post](#) for more information about Hyperion Connect.

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### WHAT IS LINKEDIN?

LinkedIn is basically a social networking site for professionals. Your LinkedIn profile acts as a resume. You can use LinkedIn to connect to other professionals in your field. The people that you connect with can give you referrals and endorse your skills. Here are some other benefits that LinkedIn offers as explained [here](#):

“LinkedIn is the world's largest professional network with hundreds of millions of members, and growing rapidly. Our mission is to connect the world's professionals to make them more productive and successful.

We can help you:

- Establish your professional profile and control one of the top search results for your name.
- Build and maintain your professional network.
- Find and reconnect with colleagues and classmates.
- Learn about other companies, and gain industry insights.
- Find other professionals in the same industry using groups.
- Share your thoughts and insights through LinkedIn's publishing platform.
- Tap into the knowledge of your network.
- Discover new career opportunities by searching for jobs.”

LinkedIn is a great way to start connecting with hiring companies, recruiters and fellow developers and has helped many people land their dream job. In the digital era, if you are not on LinkedIn, you do not exist. 97% of hiring companies and recruiters use LinkedIn to source for potential candidates. A strong LinkedIn profile could mean the difference between you being invited for an interview or overlooked due to lack of information.

## TIPS FOR CREATING A GREAT LINKEDIN PROFILE

Here are ten tips for creating a strong LinkedIn profile:

1. Add a professional profile pic and a cover photo to personalise your profile.
2. Add a 'Headline' e.g. Software Engineer / Software Developer / Web Developer / Data Scientist / Mobile Developer. Your title could also include more than one thing, e.g. Student and Aspiring Software Engineer.
3. Add an "About" section explaining who you are and what your career objective is. Remember, this platform is for professional use and should not be used as a second Facebook profile.
4. Add HyperionDev under 'Education' as recruiters could search for specific institutions.
5. Explain what your daily tasks at your previous and current position(s) were as well as any significant projects that you completed. The best way to do this is to add individual tasks using bullet points.
6. Outline the course content and technical skills you acquired during your studies at HyperionDev.
7. Add all the programming languages and skills you have learnt at HyperionDev under 'Skills & Endorsements', as well as all technical skills you obtained before your Bootcamp. The reason behind doing this is that most recruiters search for candidates by using keywords. So if you don't have any of those keywords in your profile, you won't be visible to them.
8. Update your Industry to the industry you are interested in joining.
9. Update your employment status under 'Career interest' and let recruiters know you are open to new opportunities.
10. Lastly, start connecting with HyperionDev staff, students and fellow alumni to get the ball rolling. Also follow companies, technical skills and influencers within your industry and join groups to strengthen your network and stay up to date with current events within your field.

## Compulsory Task

Follow these steps:

- Join LinkedIn by visiting this site: <https://www.linkedin.com/reg/join>
- Complete your LinkedIn profile. Adhere to the tips in this task. If you already have a LinkedIn account, take the time to update it following the tips provided in this task.
- Connect with your mentor and classmates at Hyperiondev. These connections may be willing to endorse your skills.
- Follow Hyperion ([here](#)) and Connect by HyperionDev ([here](#)).
- Feel free to reach out to [connect@hyperiondev.com](mailto:connect@hyperiondev.com) you are unsure about anything.



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