

# How to write an effective graduate LinkedIn profile

Graduate recruiters are nowadays becoming more prone to using LinkedIn as a source to headhunt and find the best graduate candidates in the market. Therefore as a graduate it is vital that you have both an up to date resume and cover letter and LinkedIn profile which matches and compliments your application documents. It is also vital to have an optimised LinkedIn profile to maximise your chances of finding your dream job and standing out as a graduate. Having a LinkedIn profile will help you to avoid simply relying on typical job search sites to apply for graduate level work. LinkedIn is also a powerful tool that can help open doors and alert you to new employment opportunities for graduates if you invest the time and energy on using the site to its full potential. Here are 10 vital tips on creating a top notch LinkedIn graduate profile to help you start your career during and after university.

## 1) Write an effective headline:

LinkedIn routinely puts your present position as your profile headline. Therefore be willing to change this as you progress in your career. Try to stand out by asserting what you have to offer and identifying your unique selling point to attract recruiters. Your headline is most important. If you are still studying state something like " Marketing Graduate Seeking Full-Time Entry Level Position in Gold Coast" or " Marketing University Graduate specialising in Social Media and SEO Available for Work Brisbane based"

## 2) Upload a suitable photo:

LinkedIn is not Facebook, so make sure your photo is alcohol free and a simple good headshot with a neutral/inoffensive background. You want to be personable and yet professional. Leaving no photo will also make people think you are a fake profile, therefore choose a quality photo which is genuine and represents you best.

## 3) Use relevant keywords:

Before you write your LinkedIn, write down 50 keywords which relate to your skillset, your degree and your industry. These will be vital for your profile when you complete your skills section. The more industry-relevant keywords you have in your profile, the higher you are on a recruiter's search rankings. This increases the chances of your profile getting noticed. Think specifically of word which you would like to be recognised and endorsed for as these are the kind of words recruiters will search for when they are hunting for potential employees. Keywords is not just about industry buzzwords. Also consider adding in the programming languages, software or industry specific tools like Google Analytics, Photoshop, Canva, SEO, Moviemaker etc that show you can use specific programs.

## 4) Only include relevant jobs:

If you're applying for a specific job and industry, cut out of all your employment which you is completely irrelevant.

## 5) Complete the summary:

Your summary section is one of the most important sections of your graduate LinkedIn profile. Treat it like your short personal advertisement or covering letter to commence your profile. In the summary demonstrate your personality and sell yourself briefly and straight to the point. Use short paragraphs, dot points and headings which are relevant.

A strong summary accomplishes the following goals:

- Provides an overview of your background
- Outlines your key areas of expertise and skills
- Summarises what is your career intention
- Tells recruiters what you are interested in
- Invites recruiters how to contact you
- Builds your personal brand

## **6) State clearly what you can do**

LinkedIn allows graduates to add your skills, languages, certifications and publications. The skills section allows recruiters to search for a particular combination of skills, which you may well have and they can view what skills you have been endorsed for. That's why you need to be specific in what you can do, in order to be found correctly on LinkedIn searches. You can also add in links, Slideshare presentations, videos and images to showcase your work to add some visual appeal to your profile.

## **7) Get recommendations from others:**

If you did an internship or worked in a previous job and made a great impression on your employers, don't be afraid to approach them for a recommendation by requesting a recommendation. Just like a letter of reference it allows your profile to have more credibility and it is positive to have a third-party endorsement online.

## **8) Claim your URL:**

To help you be found and to add your personal branding, personalise the web address for your LinkedIn profile. This helps your results especially if employers search for you on Google or if you need to share your LinkedIn profile link on your resume or other location. You can do this by going to the settings section and claiming your URL.

## **9) Amend your public profile settings:**

Ensure that your settings are adjusted correctly. Always check which sections are visible on your public profile, ensuring that your summary, your current position, skills and education is visible. The rest you can make private and allow for your connections.

## **10) Keep your profile updated:**

Always ensure that your LinkedIn profile is current and reflect the changes in your career, education and skillsets. By constantly updating your profile, you'll be able to ensure recruiters can make contact with you if you meet their requirements.

Overall as a graduate, having a well optimized and written LinkedIn profile will help you stand out. Do not be afraid to make contacts and send a simple message to introduce yourself. LinkedIn is a goldmine for the savvy new graduate seeking employment after university.