







In tech you will find that having a [LinkedIn](#) profile is very common and even expected. If you do not have a LinkedIn profile yet, or if you have been inactive for quite a while, or if you need to make changes to it, to showcase your new skills and career goals, now is a good time to get (re-)started with it, so that after graduation you can use it for your job search.

## What's the purpose of having a LinkedIn profile?

 **Structured information for tech recruiters:** When applying for a data role you will find that tech recruiters often check your LinkedIn profile – they may even prefer it over reading your CV. Reasons are that LinkedIn usually includes more information than your CV and that the structure is always the same, so it is easy for recruiters to find the information they are looking for.

 **Possibility to connect:** LinkedIn is also a great way to connect to others. You can connect to people that you have already worked with, but also to people that you met at a networking event for instance. Don't forget that Spiced alumni are a great source of information as well, so you might want to connect with them, too.

 **Recruiters and hiring managers:** LinkedIn has over 575 million registered users and more than 260 million of those are active monthly. That is why it is the place for recruiters and hiring managers to look for candidates. So you should present yourself when transferring to a tech role.

 If you are fluent in German, you can also create a [Xing](#) profile. There is not much going on in Xing in terms of networking, but German recruiters do publish their job ads there, and are searching for German speaking candidates. We keep getting positive feedback from our students on using Xing for their job search.

# How to get started with your LinkedIn profile and what you can do right now?

**First of all, make sure that your settings are right. Profile updates, URL and career interests are important to look at.**

## **Switch off/on profile updates - [here is how to do this](#)**

When creating a new profile from scratch, or reactivating your profile after a long time, it is best to **switch off** your profile updates. Avoid that everyone in your network is informed about every change you make about your past. If your profile is up to date, you can switch the updates on, so people see when you are actually updating something that concerns the presence. For instance, you can switch it on before you add information about being a student of Spiced Academy.

## **Create a custom URL - [here is how to do this](#)**

You want to sound professional even when you are sharing your LinkedIn profile details with a connection. At the time of setting up your account, LinkedIn assigns you some random numbers as a part of your URL. To edit to something more professional, go to your profile page, click on the feature - Edit profile & URL, personalize it with your first name and last name - if you do have a common name, it might be taken so you could mix it up with your professional title.

E.g., [www.linkedin.com/in/firstlastname](http://www.linkedin.com/in/firstlastname) or [www.linkedin.com/in/professionititlename](http://www.linkedin.com/in/professionititlename)

## **Use #opentowork function - [here is how to do this](#)**

Part of transferring into a new role is by talking about it and letting people know about your transfer and that you are actively looking for a job. For this you can click on “open to work” in your profile.

If you choose for recruiters and your network to see that you are open to work, your profile picture will appear with a #opentowork frame.

**Next, you should make sure that your profile creates a positive first impression to visitors.**

## **Profile picture**

It's all about being presentable and approachable. Avoid cropped-out images from your last holiday or from a party with friends. Take the time out and create a nice, good quality photo where you're looking straight at the camera. The key is less distracting backgrounds and a happy you, so smile!

If you have an existing profile and you are transferring to a new career, consider whether the old picture still reflects who you are now and what you are looking for.

## **Cover Photo**

While having the standard LinkedIn background photo is a good starting point, choosing a unique image is a great way to help you stand out from the crowd. Your background photo is a way to show off your brand and your personality. When used correctly, your LinkedIn cover photo can help new connections and hiring managers to get a sense of your personal brand and get to know you a little bit better.

It can be confusing to choose a photo that perfectly represents who you are as a professional, so here are some tips and ideas on how to choose a LinkedIn cover photo:

- A photo that represents your field
- A photo of your hobby
- A photo of the city or country you live in
- A personal photo that you might have clicked
- A photo of your workspace
- Your favorite quote

## **Headline**


Your headline is part of the first impression that visitors get from you. That's why you should pay attention to it. It should include the job that you are looking for, so if you are searching for a position as Data Analyst, include this in your headline. You can also add preferred technical skills in your headline.

Data Scientist | Healthcare | Ph.D. | Python | Machine Learning | R

Data Analyst | Reporting Analyst | Business Intelligence

Data Analyst/Engineer | STEM Background | Experienced in Signal Processing

Remember that the content of your headline should represent who you are now as a professional, not who you were before the bootcamp.

 A good way to figure out the right keywords for your headline is by analyzing the ads for jobs that you have applied to.

## Number of connections

The number of your connections on LinkedIn is visible at first glance at your profile. If you have little to zero connections, it shows that you are not active on LinkedIn or your profile is new. The more connections you have, the bigger the chances are that visitors will find connections to you via your network.

The next challenge is to get some writing done in your various profile sections. Filling in the sections of your LinkedIn profile is definitely worth the work. [Here's a good example](#) of a detailed profile.

## About me

If you transfer into a Data Role, this is your place to tell your career change story. In short, who you are, what you do and what is the value you can add to a company.

Remember that you should always represent who you are now, not who you were. If you have a “Profile” section on your CV, this is a good place to start with the content for your “About” section. From your past experiences you can also include and highlight transferable skills. It is also important that you relate to the new career path. Try to convince the reader by showing what excites you about it and why. Also, the about section is a great place to showcase a list of your tech stack.

Here's an [example from a Spiced Graduate](#) using bullet points, but you can also opt for text. Right now you most likely cannot give (many) project examples. However, the ‘about me’ section is one of the sections that you can and should adjust after graduation.

Here is an example of the ‘About me’ section, which can serve as a good starting point while you are in the Bootcamp:

I am a Data Analyst experienced in reporting and data management. Currently I am obtaining hands-on training at Spiced Academy in machine learning, deep learning in Python, SQL, cloud services, and docker. Eager to learn and grow both technical and soft skills to develop further as a professional data scientist in the healthcare/ pharmaceutical/ medical/ biotechnological field. I am open to a job within Germany starting from June 2022.

## Experience

You can add your work experience here and you get the chance to add additional information. Use that section and copy the bullets from your CV here - it can be added later on.

Your experience will stand out even more if you make it visual like [this example](#) shows.

### **Education**

Your education section on LinkedIn should resemble your education section on your CV. Make sure to include important information, e.g. if you have worked with data in your thesis, let the reader know.

In addition, LinkedIn is the perfect platform to host your Spiced graduation certificate. When you fill in the education section of your LinkedIn profile and provide details of your Spiced experience, don't forget to upload or link to it.

### **Licenses, certificates, languages**

You can use this section to highlight the courses that you've taken outside of Spiced. It's recommended to add valid certifications and course details. If you want to let anyone know if you are bilingual, trilingual, here's your chance.

### **Skills and Endorsements**

Spiced teaches you a lot of technical skills and LinkedIn is the perfect place to showcase them. Make sure that you add all the skills that you have to your list. These keywords are important for you to be found on LinkedIn, because recruiters and hiring managers filter for them.

When you have added your skills, ask friends and students from your cohort to endorse your skills (and of course, do the same in reverse). Skills that are confirmed by others increase the amount of keywords in your profile.

### **Recommendations**

In addition to endorsements, LinkedIn offers the possibility of recommendations. People from your network, e.g. former employers and clients, can write recommendations for you (and vice versa). When asking for recommendations, you can brief your connections about the transferable skills and projects you would like them to highlight.

Don't shy away from writing good recommendations for your connections, too. It helps strengthen relationships in the long run.

### **Honors & Awards, Publications, Patents**

If you have received major public honors and awards, you can mention it here and show that you have done some publicly recognised work.

### **Organizations, Volunteering & Causes**

Of course you also care for things outside your professional life. If it is worth sharing, then you can use these sections. For instance, if you have any experience volunteering, make sure to talk about it. Hiring managers like to see if you show commitment to a good cause. It shows personality and dedication.

### **Listing Data Science LinkedIn Interests and joining Groups**

If you are changing career paths, then groups are a great way to start engaging with your new peers. You will meet people who share common interests with you. Find some groups that match your interests and engage with the members. One of many interesting groups is [this one](#).

It's also worth noting that your interests are visible to your profile visitors. This offers an extra opportunity for your audience to get to know a bit more about you.

## What is expected of your LinkedIn profile when you join the Data Analytics' career encounter?

Before we meet on Week 4, please make sure you set up or restarted your profile, with the aim to use it for building your network in Data Analytics and connecting with relevant people while still studying at the program.

As a minimum requirement, the profile should have: a photo, a relevant Headline, a brief 'About me' section, Experience and Education sections filled in.

Also, please consider which professional groups or communities you might want to join to expand your connections.