

# LinkedIn

LinkedIn has more than 660 million accounts worldwide and more than 8 million accounts in the Netherlands. There is an enormous chance that the person you would like to meet has a LinkedIn profile. The biggest strength of LinkedIn is that you can see via whom you are able to get in touch with someone. This medium can be used to profile yourself, to highlight your skills, to get in touch with others and as a search engine.

## General tips

- Make sure you are actively involved on LinkedIn;
- Be aware of the findability of your profile;
- Make sure your profile is visible;
- Give as much information as possible, create a complete profile, this will provide you with a better visibility and findability. 'Search Engine Optimise' your profile: use words that recruiters use. To know which words are useful, analyze interesting vacancies on most frequently used terms.

## Tips to optimise your profile

LinkedIn offers you the opportunity to let go of a 'maximum two page CV' and add all kinds of different information. The advice is to make use of the extensive possibilities LinkedIn has to offer, to optimise your profile:

- **Personal URL:** initially you get a URL with your name and a few random numbers. It is more professional to adjust this to: [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname). You can adjust this at your own profile-page in the upper right corner, at the button "Edit public profile & URL".
- **Photo:** use a recent professional photo. Look into the camera, smile, and ensure an open body posture. This shows confidence. Wear clothes that you would wear in your ideal job and ensure a calm neutral background. Via [Snappr](#) you can get feedback on the quality of your photo.
- **Background:** make use of the possibility to personalise your background.
- **Heading:** use the first part of the heading to highlight your strengths, write about what you are good at or about what you'd like to achieve. Next, mention your desired job title, sector, and availability. Do not place 'available' at the beginning of the header but place it at the end.
- **Summary:** write a clear summary about yourself, this is your 'elevator pitch'. Write down your 'unique selling points' (USPs) in your summary.

### *Example:*

Ever since I saw my grandmother suffering from Alzheimer's disease, the health of people seen through the (dis)functioning of brain cells fascinates me. Through my studies in Cognitive Neuroscience, I want to find answers to the question of how we can prevent these diseases. I like to work independently, am conscientious and come up with creative ideas.

- **Contact details:** make sure your contact details are visible, at least your e-mail address.
- **'Show them, don't tell them':** make sure that your most important courses, work experience, projects and voluntary work are filled in. Use figures, results and examples. A

useful tool of LinkedIn is that you can add documents, your website, links or a presentation to your profile.

- **Skills:** choose which skills you want to highlight and make sure that the three most important skills you need in a job are at the top.
- **Languages:** you can create your profile in more than one language.
- **Share profile updates:** you can choose to notify your network of changes you made in a specific part of your profile, e.g. when you have a new job. To do this, you can enable or disable the 'share with network' slider. With 'settings and privacy' you can also edit the information you want to share. Make sure that unimportant adjustments will not be shared with your network, by turning the slider 'off'.
- **Endorsements:** feel free to ask someone who knows you from a work/study-setting for a recommendation. It is best to ask people you know from different settings, for example a colleague, an internship supervisor and an employer.
- **Become a member of interesting (discussion)groups, follow pages or people that you're interested in:** for example the group of your Master's or study association. Show what you have to offer and help others with your experiences, contacts and tips. This way other people will be more eager to help you.

## LinkedIn as a search engine

As student or alumnus of Radboud University it is easy to find out what your peers or other alumni are doing. By filling in 'Radboud University' in the top menu, you will be guided to the university's page. In the section 'Alumni' you will be able to discover what companies hired alumni, what jobs people are doing now and how they got there. Important to mention is that you will be able to see how you are connected to the people you have found. The second circle in your network is most interesting. Your first circle will be able to introduce you to (unknown) people in the second circle

## Information you can find on LinkedIn

- Where people with a background similar to you have ended up: in which industry they work, in which companies most people with your background work, in which countries people work and what steps they have taken to get there.
- How someone else's career path looks like.
- You come across organisations and jobs you did not know of.
- By clicking on a company logo, you can find information about that organisation, including vacancies.
- By clicking 'see all employees' on a company page, you will be guided to profiles of employees working at this company;
- You can search within a company page for profiles that are relevant to you.
- You will be able to find out who works in HR or recruitment, i.e. those who might be able to tell you more about recruitment within an organisation.
- You can find out who at university has worked for the organisation that interests you.
- You can find news-items.

All information that you find, can be used to optimise your own profile. E.g. which words are used in headers and summaries by people that have a job that you would like to do?

## **Invite people to connect**


There are several ways to get in touch with someone via LinkedIn. You do not necessarily have to have met someone before sending a request. LinkedIn is made to expand your network, also towards people you do not yet know (well). When approaching someone, always explain how you came across their name and contact details and the reason why you want to get in touch. People may not be very active on LinkedIn or may not see your message. So do not take radio silence personally right away, and feel free to make a second decent attempt (e.g. via e-mail) if you do not get a response on LinkedIn.

### *Example:*

Hi John, I see that you also studied at the RU and now work at [company]/in [industry]. As this company/sector appeals to me, I would like to get in touch with you to hear about your experiences. Best regards, [your name].

## **LinkedIn-profile check**

Do you want to receive feedback on your LinkedIn-profile? Make an appointment with the Career Officer.



## Appendix: tips for your summary

To gather input, you can do a quality/interest test, think back to moments in your life that made an impression on you and ask people who know you well for feedback. For the structure of your text, you can draw inspiration from:

### The Golden Circle by Simon Sinek

Why do you do what you do, how do you do it and what do you do? Check out his TedTalk.

### By the hand

- Your thumb stands for what you are good at
- Your index finger for where you want to go
- Your middle finger for what worries you and what you would like to see different in the world
- Your ring finger for what values are important to you
- Your little finger for what you would like to develop further.

### Template

You can use the template below, but... a personalised text is of course much less standard and therefore more fun and interesting to read!

I would like to help [*people you would like to work with*] with [*your valuable contribution*] in order to ensure [*result, what do you help achieve*] in the function of/as [*job title(s) you would like to do*]. I work [*way that suits you*] in [*environment that suits you*]. Because of [*my experience in/as ... I am ... I can ... I will ... I already have some of the skills needed for X profession/industry*] and [*feedback from people around you*], this is a good fit for me. I would like to [*reiterate your contribution*]. The most important thing for me is [...], which you can see in [*example of a project*]. I am currently looking for an entry-level position in [*work field*].

I can be reached at: 06-12345677 or emailaddress@gmail.com