



Ultimate Guide to LinkedIn

TEN TIPS TO
DEVELOPING A STAND-
OUT LINKEDIN PROFILE

ULTIMATE LinkedIn TIPS

1. The profile picture



It's been well documented that first impressions are often visual. This is why profile pictures matter more than we expect. According to LinkedIn, profiles with photos are 14 times more likely to get viewed than profiles without.

Quick tips

for choosing a profile picture

- Choose an up-to-date photo
- If taking a new one, stand in front of a solid or plain background
- Crop the photo so your face takes up 60% of the frame
- Be the only person in the shot
- Get someone to take a picture of you - do not upload a selfie
- Wear professional clothing

Examples:



2. Set your location

By adding a location, you are 23 times more likely to appear in a search.

If you're living somewhere else and want to work in another city, set this city as your location.

3. A compelling, concise and relevant summary

You MUST have a LinkedIn summary, this is a short, clear explanation of who you are, what skills you have, and what you aim to do. Think of it as your elevator pitch! It contains the information you would include in your CV's executive/career summary.

- For Graduates: Focus on your academic achievements, key skills developed during studies or projects, and your career aspirations. Use keywords relevant to the jobs you want.
- The first three lines are super important – make them grab attention!
- Use "I" (first-person) when writing your summary.

Tradesperson

Papua New Guinea

Recent graduate with a Certificate III in Electrical from [Name of Technical College]. Skilled in installing, maintaining, and repairing electrical systems with hands-on experience gained during industrial training. Strong work ethic, problem-solving abilities, and attention to detail. Eager to apply my technical expertise and continue learning in the electrical field.

4. Add your industry

Recruiters have an option to search and filter candidates by their industry. Set your industry to the one you want to work in (e.g., "Engineering," "Information Technology," "Healthcare," "Education").

To edit your industry, select the pencil icon below your cover photo, scroll down to the industry selector, then choose from the drop down.

Choose an industry...

Accounting
Airlines/Aviation
Alternative Dispute Resolution
Alternative Medicine
Animation
Apparel & Fashion
Architecture & Planning
Arts & Crafts
Automotive
Aviation & Aerospace
Banking
Biotechnology

5. The Three E's - Experience, Education, Endorsements



1. Experience:

With just one position listed, you're eight times more likely to get viewed. When you add another position, that number jumps right up - you can get up to 29 times more profile views. While your LinkedIn profile doesn't need to go into the same depth as your resume, it is important to include:

- List positions with dates (like an internship, volunteer role, or a major academic project)
- List the basic responsibilities and accomplishments
- Keep it interesting and relevant - be sure to highlight any recognisable, unique or relevant projects.

Work Experience

Electrical Intern

ABC Electrical

Jun 2023 – Aug 2023 • 3 mos

- Assisted electricians in in-late installation, maintenance, and repair of electrical systems
- Exposed to various aspects of commercial and residential electrical work
- Participated in on-site inspections and troubleshooting of electrical problems

Quick tips

- If your experience is within a small-to-medium company which may not be recognisable, include a brief description/pitch for your organisation.
- Sum up what you do in one sentence - what is the core function of your role.
- What are some of the key wins you have had? i.e. Projects, initiatives, what you might be proud of.



2. Education:

Recruiters often filter by whether or not a candidate has tertiary qualifications so even if your education isn't relevant to your job, leave it in! Be sure to include any additional certifications (even LinkedIn Learning courses).



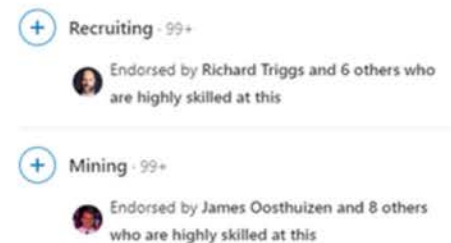
- List your degree/diploma, your institution (e.g., University of PNG, National Polytechnic Institute of PNG), and your graduation year.
- Include any relevant certifications or online courses you've completed.

3. Endorsements

People with at least 5 skills can get up to 17 times more profile views from recruiters than those without. When you're filling out this section for the first time, LinkedIn provides you with suggestions so this is a quick and easy step. As you connect with current or previous colleagues, they then have the opportunity to endorse these skills which is great for your professional brand.

- Add skills relevant to your field (e.g., "Project Management," "Data Analysis," "Electrical Wiring," "Marketing"). LinkedIn will suggest some.
- When you connect with classmates, lecturers, or supervisors, they can endorse your skills, which boosts your profile!

Skills & Endorsements



+ Recruiting · 99+
Endorsed by Richard Triggs and 6 others who are highly skilled at this

+ Mining · 99+
Endorsed by James Oosthuizen and 8 others who are highly skilled at this

6. Write a search-worthy summary

An effective summary section doesn't have to be super witty but it does need to include **relevant key words**. If setting-up/refreshing your profile, we recommend leaving your summary until last, so you can get a feel for how LinkedIn works and which keywords you should be including.



You get 2,000 characters in your summary but only the first three lines will show unless a user selects 'show more' so use these three lines wisely! Provide essential information which provokes or intrigues a reader to read more.

Quick tips

- Use first-person (e.g. 'I am'). If referring to your current company, you can use 'we are...'
- After setting up the rest of your profile, look at job descriptions for roles you want. What words are used often? Use those in your summary!
- The first three lines are what people see initially, so make them impactful and tell your story.
- If you have verifiable facts or results from projects, include them to show your capabilities.



7. Make sure you are **contactable!**

FOR JOB SEEKERS

You want recruiters to reach out to you!

- If you want to be contacted on LinkedIn, make sure to include your contact details e.g. email address.
- If you are open to new work, make sure you check your LinkedIn messaging so recruitment professionals are able to make contact with you.
- Turn on the option to let recruiters know you're looking:

The screenshot shows a LinkedIn dashboard with the following elements:

- Your Dashboard** (Private to you) with an **All Star** badge.
- Statistics: 22 Who viewed your profile, 101 Post views, 9 Search appearances.
- Career Advice** section: "Participate in the career advice platform: **Off**".
- Career interests** section: "Let recruiters know you're open: **On**". A purple arrow points to this setting.

8. Showcase

- If you have a portfolio - include some examples in it! Images, videos or documents - anything to showcase what you do!



9. Join groups!

- Groups are a way to build relationships and network with people who are doing similar work or have similar interests as you. Join as many relevant groups as you can and contribute to conversations!



10. Engage!

- Follow industry pages and companies of interest to you.
- Share content relevant to your industry and include your own commentary in captions.
- Like and comment on articles and updates to show your interest.

Engaging on LinkedIn as a candidate is important for several reasons, as it can significantly impact your professional reputation and career prospects. Here are some key reasons why it's beneficial to showcase yourself as a professional on LinkedIn:

- Professional Visibility
- Networking Opportunities
- Showcasing Skills and Achievements
- Demonstrating Industry Knowledge
- Building Credibility
- Job Opportunities
- Learning and Professional Development
- Personal Branding
- Recruitment Research
- Staying Connected

Quick tips on how to enhance your engagement!

- Use first-person (e.g. 'I am'). If referring to your current company, you can use 'we are...'
- Include your story. Where did you start your career and how did you develop? If you moved countries or industries, this is a great space to provide some context to speak to what makes your experience unique.
- Use verifiable facts, results, testimonials/feedback to showcase that you are as good as you say.



Share valuable content that showcases your expertise

Create content that educates and engages your audience. For example, you could write a blog post / article about something you recently experienced/learned or tips on how to do something in your trade! By sharing this type of content, you're positioning yourself as a trusted advisor and thought leader in your industry.

Engage with others in your industry

Similar to networking at a conference, this helps you build relationships and establish credibility in your field. Comment on their posts, share their content, and join relevant conversations. You'll soon find that LinkedIn is a platform which welcomes professional interactions and support of like-minded individuals - even with people you don't know or aren't familiar with.

Don't just share your own content

While it's important to create and share original content that demonstrates your value proposition, it's also good to share content from other sources that are relevant to your industry and interests. This can help position you as an expert in your field and increase your visibility. You can also tag or mention the original source or author to give them credit and start a conversation.

Be consistent!

Think about the type of person you would want to follow professionally. Someone who regularly posts, who posts relevant and insightful content which you WANT to read. This is how you should treat your own profile. No one will want to connect with, or follow you if your page is empty. Make sure you are engaging at least once a week. Keep up with the trends and best practices of your industry and share what you learn with others!