

Top tips for a successful LinkedIn profile

1. Ensure your profile is fully complete. It is important that you put enough time aside to when registering to include all the information required. Remember that it may make the first impression to a potential employer.
2. Make sure your connections are relevant. Focus on the industry you have experience in and looking to work in. Connect with colleagues, clients and managers. They can provide useful endorsements that back up skills and achievements on your profile.
3. Use your time on LinkedIn productively. Use it as a tool to keep up to date with industry news and keep up to date with upcoming events and opportunities in your area.
4. Used LinkedIn to showcase your skills. Share achievements and news stories on your feed. This will help back up your knowledge and skills listed on your profile. It is important that you balance sharing your own achievements, with sharing the posts and achievements of others. Try not to become self-indulgent as this can raise the alarm bells of other members and prospective employers.
5. Ask connected members for recommendations. If you have worked with or for another connection, they can endorse your listed skills and provide recommendations as a testimonial of your work. This can be a useful tool that builds trust with others.
6. Include a short message to anyone you don't know that you are trying to connect. Sending unsolicited connection requests can be frowned upon unless the purpose is relevant. Don't create a bad first impression.
7. Be professional at all times. What you include on your profile could be the first thing a prospective employer reads about you.