Introducing Linkedin

Linkedin registration:

1. Register/ Logon to your personal Linkedin account: https://uk.linkedin.com in firefox.

Task 1: Create/ edit your profile

2. Write a professional headline: try to write a concise headline that will capture a reader’s interest. You could write a sentence, sum up what you do or list your skills.
   a. Click on the ‘edit profile’ option within the profile menu at the top of the screen.
   b. Use the ‘pen’ icon to edit the headline

3. Change your public profile URL: Linkedin will generally just allocate a random URL. Change this so it is easy to see your name on it.
   a. Click on the edit button next to your randomly assigned linkedin URL.
   b. On the right hand side tool bar, look for the section ‘Your public profile URL’ and change it to something more relevant containing your name.

4. Moving sections around: Linkedin uses a template order.
   a. Move sections around using the double-headed vertical arrow in the top right-hand corner of that section so that they are in order of relevance to a reader. Eg move education up before experience

5. Add key skills to help recruiters find you. Scroll down to the ‘skills’ section and add 5 key skills that you feel best describe the knowledge/experience/ skills that are most marketable.
   a. Use the automatic prompts to assist you.

6. Add a project: If you have completed a project as part of your degree or other work experience, then elaborate on it.…
   a. If you do not already have a projects section, use the Linkedin ‘Help Center’ (in the Accounts and settings area) to find out how to do this.
   b. Outline the brief, task actions and what the outcome was (quantify if possible)

7. Check your profile completeness: The more complete your profile, the more likely it is you will be noticed and people will view your profile.
   a. Check profile strength –Use the ‘prompts’ at the top of the screen to help you complete and strengthen your profile.

8. FUTURE ACTION: In your own time, complete your profile ready for publishing.

Task 2: Edit your privacy settings

9. It’s important you understand what information others can see about you and what notifications others receive when you update your profile or connections. In the ‘account and settings’ icon at the top right-hand corner of your profile, choose ‘Privacy and settings’.
   a. Under the ‘Privacy’ tab, ensure ‘sharing profile edits’ is set to No so that others aren’t constantly notified of your interactions.
b. Click on ‘Profile viewing options’. Choose the most appropriate option given your status (unless you have good reason to, you can raise your profile with others by choosing the recommended option ‘Your name and headline’).

c. Go into the communications area and set ‘Choose whether we notify your network when you join a group’ to No.

Task 3: Getting Connected

10. Begin to connect with people from your ‘real’ and ‘online’ world connections.
   a. Find out the names of 2 people sitting near you in this workshop and request a connection.
   b. Then search for 2 other people you think are likely to have a LinkedIn profile (family/friends/peers) and request a connection.

11. **Personalise connect messages:** Request a connection with the course facilitator BUT this time send a ‘personalised message’ to that individual giving background as to why you want to connect.

12. Joining groups is a great way of adding connections and being able to keep up to date with industry information and discussions:
   a. Follow a ‘closed’ group eg search for ‘Accenture’ – see who in your network and UCL alumni work there (‘How your connected’ on the right hand side). You can ‘follow’ this group but not join it.

13. In the main search function, look for the ‘University College London (UCL) alumni’ group. Join this group which is an open group.

14. Request to join the University College London (UCL) Official Alumni Group. Once approved, you’ll be connected to thousands of members.

Task 4: Using alumni for job ‘research’ and ‘profile-raising’

15. View the UCL institution page:
   a. Click on the name ‘UCL’ in the education section in the profile title to bring up the UCL institutional page.
   b. ‘Explore the careers’ of the over 132,000 UCL alumni on LinkedIn using the arrow keys.
   c. Find out how many London-based UCL alumni that studied history work at the British Museum. Are you in some way connected to any of them? – If not, you could be!
   d. Think about how useful this tool could be for finding connections in your areas of interest.

Task 5: Job hunting

16. Sign-up for regular alerts for jobs in specific sectors/locations:
   a. Navigate to the ‘jobs’ section using the main menu and try searching for jobs of interest eg marketing intern.
   b. Refine your search by ‘job function’, ‘location’ and ‘experience level’ and other filtering criteria.
   c. Click on ‘create job alert’ option at the top left hand corner of the page and set-up a weekly email alert of new postings.