Introducing Linkedin

Linkedin registration:

1. Register for or Logon to your personal Linkedin account: https://uk.linkedin.com

Task 1: Create/edit your profile

2. Write a professional headline: try to write a concise headline that will act as a ‘calling card’ to recruiters:
   a. Navigate to the ‘edit profile’ option
   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. On the right hand side tool bar, look for the section ‘Edit public profile and URL’ and change it to something shorter (that you could add to a CV for example).

4. Reordering work experience: Linkedin uses a template order.
   a. Use the help centre function to find out how to reorder your work experience so that more relevant experience is at the top.

5. Add key skills: Help recruiters find you when they perform ‘keyword searches’. Scroll down to the ‘skills’ section and add 5 key skills that you feel best describe the knowledge/experience/skills that are most marketable. Try to be use tangible and specific skills eg Spanish fluent, Excel models as opposed to generic ‘buzzwords’ eg communication.
   a. Use the automatic prompts to assist you.

6. Specify your careers interests: Let recruiters know you’re interested in suitable opportunities. Go to the dashboard area on your profile screen, turn the ‘careers interests’ setting to ‘On’ and update accordingly.

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’ 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 ‘me’ icon at the top right-hand corner of your profile, choose ‘Settings & Privacy’.
Task 3: Getting Connected

10. Begin to connect with people from your ‘real’ and ‘online’ world connections. Go to the search box and:
   a. Find out the names of 2 people sitting near you in this workshop and request to ‘CONNECT’ with them
   b. Then search for another person you think is likely to have a LinkedIn profile (family/ friends/peers) and request to CONNECT with them too.

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.

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

12. 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 150K 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

13. 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 an email alert of new postings.

14. Joining ‘Groups’ is a great way of adding connections and being able to keep up to date with industry information and discussions. Type in some relevant keywords and request to join groups (some are open/ others closed):

15. Search ‘Companies’ you’re interested in eg ‘Accenture’ – see who in your network and UCL alumni work there (‘How your connected’ on the right hand side).