

## 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 'view profile' option
- b. Use the 'pen' icon to edit the headline



3. **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 use tangible and specific skills e.g. Spanish fluent, Excel models as opposed to generic 'buzzwords' eg communication.

- a. Use the automatic prompts to assist you.

4. **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.

London, United Kingdom · [Contact info](#)



5. **Write about your degree:** consider giving course context, relevant modules, interesting projects etc.
  - a. Navigate to the 'view profile' option in the education section
  - b. Use the 'pen' icon to edit the headline
6. **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.

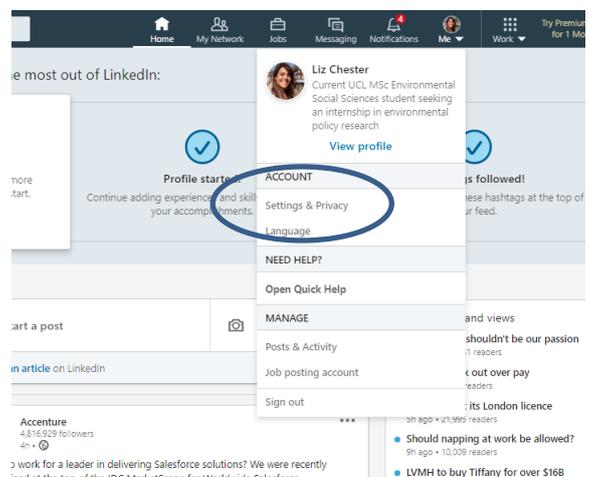
Profile Strength: Beginner



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

### Task 2: Edit your privacy settings

8. 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'.



Under the 'Privacy' tab, scroll to 'How others see your profile activity':

- a. Click on 'Profile viewing options'. Choose the most appropriate option. Hint – you can raise your profile with

others by choosing the recommended option 'Your name and headline'.

- b. Under 'Share job changes, education changes etc.' set to 'No' whilst you build your profile

### Task 3: Getting Connected

9. 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, find them on LinkedIn and request to 'CONNECT' with them.
  - b. Then search for another person you think is likely to have a LinkedIn profile (family/ friends) and request to CONNECT with them too
10. **Personalise connect messages:** Request a connection with the course facilitator **BUT** this time send a 'personalised message' to them giving background as to why you want to connect

### Task 4: Using alumni for job 'research' and 'profile-raising'

11. Search for the UCL alumni institution page:
  - a. Click on the name 'UCL' in the Education section in your profile to bring up the UCL institutional page.

Click on the alumni area

- b. 'Explore the careers' of 171K 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 how useful this tool could be for finding connections in areas of interest.

### Task 5: Job hunting

12. Sign-up for regular alerts for jobs/ internships 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.
13. 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):
14. Search 'Companies' you're interested in e.g. 'Accenture' – see who in your network and UCL alumni work there ('How your connected' on the right hand side).