

KICKASS LINKEDIN TIPS



**KICKASS
WOMEN**

YOU MIGHT BE THE PERFECT CANDIDATE FOR A JOB OPPORTUNITY, BUT IF YOU'RE NOT USING LINKEDIN OR YOUR LINKEDIN PROFILE ISN'T OPTIMISED, THESE RECRUITERS WON'T FIND YOU.



YOUR NAME

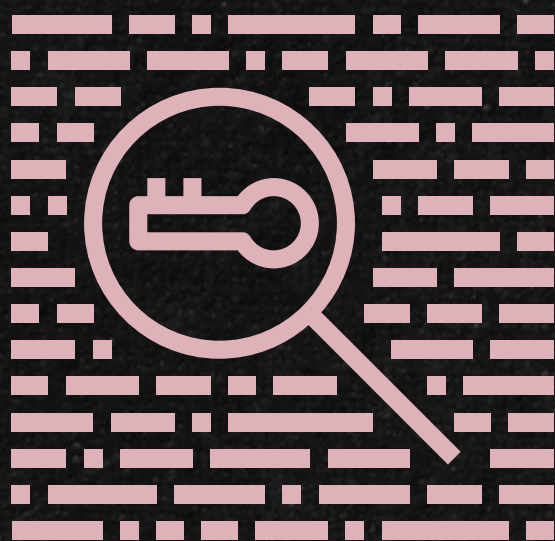
ALWAYS USE YOUR FULL NAME. THIS IS NOT THE PLACE FOR NICKNAMES OR HUMOUROUS REFERENCES TO JOB TITLES. ENSURE YOUR NAME MATCHES THAT ON YOUR CV AND THAT WHICH YOU USE PROFESSIONALLY.

YOUR PROFESSIONAL HEADLINE

THE GOLDEN RULE IS ALWAYS USED THE FIRST-PERSON LANGUAGE TO CONNECT YOUR VISITORS. YOU NEED TO WRITE YOUR SUMMARY THE SAME WAY YOU WOULD INTRODUCE YOURSELF TO SOMEONE.

WRITE YOUR KICKASS SUMMARY

THE GOLDEN RULE IS ALWAYS USED THE FIRST-PERSON LANGUAGE TO CONNECT YOUR VISITORS. YOU NEED TO WRITE YOUR SUMMARY THE SAME WAY YOU WOULD INTRODUCE YOURSELF TO SOMEONE. HIGHLIGHT YOUR CAREER AMBITIONS AND ACHIEVEMENTS. THIS IS YOUR CHANCE TO IMPRESS AND SELL YOURSELF TO RECRUITERS.



KEEP EDUCATION AND WORK HISTORY RELEVANT

YOU DON'T NEED TO LIST EVERY LEVEL OF EDUCATION OR EVERY SINGLE JOB YOU'VE EVER HAD. ONLY LIST THE HIGHEST EDUCATION LEVEL AND JOBS THAT ARE RELEVANT TO YOUR CURRENT CAREER GOALS.

ADD IMAGES OR DOCUMENTS TO YOUR EXPERIENCE

DID YOU KNOW THAT YOU CAN ADD FILES TO YOUR EXPERIENCE? THIS IS A GREAT WAY TO CREATE A VISUAL PORTFOLIO ALONG WITH YOUR STANDARD CV INFORMATION.

USE (BUT DON'T ABUSE) STATUS UPDATES

THIS CAN HELP SHOW RECRUITERS THAT YOU ARE FOCUSED AND IN-THE-KNOW IN YOUR INDUSTRY.



START WITH A PROFESSIONAL PHOTO

INVEST IN A PROFESSIONAL HEADSHOT TO USE AS YOUR PROFILE PHOTO. AND SMILE! REMEMBER: THAT PHOTO MAY BE YOUR FIRST IMPRESSION WITH A POTENTIAL EMPLOYER.

MAKE YOUR HEADLINE STAND OUT

IF YOU WANT YOUR PROFILE TO BE SEARCHABLE, INCLUDE IMPORTANT KEYWORDS. TRY TO KEEP TO ABOUT 10 WORDS.

BRAND YOUR PROFILE WITH A BACKGROUND BANNER

CHOOSE A BACKGROUND BANNER WHICH NOT ONLY STANDS OUT BUT IS MEMORABLE. GET IT RIGHT AND YOUR PROFILE WILL LOOK GREAT.



PERSONALISE YOUR LINKEDIN URL

EDIT, CUSTOMISE AND SET THE LINKEDIN URL TO PERSONALISE AND MAKE IT EASY FOR RECRUITERS TO FIND YOU.

USE KEYWORDS WITH INTENT

RECRUITERS SEARCH FOR CANDIDATES WITH KEYWORDS.- INCLUDE RELEVANT KEYWORDS IN YOUR HEADLINE AND PROFILE.

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- GROW YOUR NETWORK - FIND AND JOIN INDUSTRY GROUPS
- CONNECT WITH PEOPLE YOU DON'T KNOW
- BUILD EXTRAORDINARY BUSINESS RELATIONSHIPS
- PUBLISH AMAZING POSTS
- ASK FOR RECOMMENDATIONS
- BE POSITIVE

FINALLY, BUT MOST IMPORTANTLY, MAKE SURE YOUR PROFILE CAN BE FOUND. ENABLE YOUR PUBLIC PROFILE, KEEP YOUR PROFILE UP TO DATE AND REGULARLY CONNECT WITH YOUR NETWORK.