



LinkedIn Guidance

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Tip 1:

Create your professional identity

Building a successful LinkedIn presence is your chance to share your professional story. While you are a student use LinkedIn to connect with friends and being building your network. Some recruiters may come across your profile and reach out to offer a suitable role. LinkedIn is seen as performative, which it is, but you never know what opportunities you are missing out on by not participating in it.

Tip 2:

Share the work you do

The best way to attract the work you want to do is by sharing work that is similar and showcases relevant skills and interests. It is so valuable because employers are looking for agency and will be impressed if you have gone the extra mile to not only set up your LinkedIn properly but are active and have work to share.

If you feel like there isn't much for you to share, have a think about how you can translate your school achievements into valuable posts on LinkedIn. Perhaps that's a success story or showcases your discipline, or teamworking skills. The truth is, anything can be a LinkedIn post – its about making it valuable to potential employers.



Tip 3:

Growing your network

It can be tempting to connect with random strangers to boost your connections to 500+ but truthfully you want to build valuable connections rather than filling your feed with people who are not related to your industry, career path and interests.

Connect with your classmates first and then move onto people in the roles you see yourself in. Send an invitation and write a short note, what you like about their work but keep it short as you only have 200 characters on the free LinkedIn plan. Repeat this each week and you'll be building your network in no time!

Tip 4:

Engaging with posts

Over time your feed will start to fill with your connections posts. It is good to support their work as it spreads their work further while your connections see your engagement. This is helpful because it gives your profile more visibility. Take notes on what successful LinkedIn posts are doing and try to learn from it and use it to improve your own. Overtime this will make your posts more engaging and people will recognise it!

