

Creating an Effective LinkedIn Profile

Why is LinkedIn important?

LinkedIn is a professional networking tool with over 200 million worldwide members). 60% of all professionals are on LinkedIn.

Creating Your Profile

Purpose:

- Create a profile outlining who you are & what you do.
- Click "Profile" in the navigation bar on your LinkedIn homepage. Select "Edit Profile."
- Click the small "Edit" button next to each section and enter in your information.

The main sections of your profile are:-

1. Profile picture, name, job title & location – these can all be edited directly when you select edit profile.
2. Background – high level summary of current role.
3. Experience.

Note: There is the ability to add more information and it will depend on how you wish to use it.

Insert a picture

Bring your profile to life by including a picture. To upload a picture simply click on the camera icon located in the profile picture space.

This will bring up another window that will allow you to upload your photo. You can upload:

- JPG, GIF or PNG files.
- File size - 4MB maximum.
- Pixel size: 80 x 80 minimum and 500 x 500 maximum.

Headline

Known as the "professional headline" when you are in the edit screen, this defaults to your job title. This is what people will see when your profile first comes up. Simply insert your job title or if you'd like to include more detail then you have 120 characters to insert additional information. You may want to refer to your current job description in the "position overview" section for your current role.

Description

This can be a brief summary of what you do and/ or simply insert a summary of Riverside.

Create a unique profile URL for your personal profile

Make your LinkedIn profile URL more meaningful by personalising it with your own name;

1. Click on the edit hyperlink
2. On the right hand side will be a „public profile URL“ box. Click on customise your public profile.
3. A new window will open allowing you to customise your public profile URL. Simply insert your name into the box – see highlighted area.
4. Click set Custom URL

Link to the Riverside Website

Become a brand ambassador by linking the Riverside website <http://www.riverside.org.uk/> to your personal profile.

1. While in edit profile click on edit contact info
2. Scroll down to the websites section and click on edit button
3. You will be given the option to include up to three websites make sure you add www.riverside.org.uk.

Ensure your settings are tailored to help you achieve your objectives and give you the privacy you seek, and use the many tips online to help make the most of it and achieve your career objectives. As great as online networking is, remember that sometimes nothing beats a good face-to-face chat or lunch!