

"LinkedIn" guide

Do you know why you need a "LinkedIn" profile?

"LinkedIn" profile is a great tool to maintain social relations with specialists of various areas, leaders, organisations, to follow the events in the labour market, to learn from your role-models. It serves very well as your CV. You can use this website not only to apply for the announced vacancies but also to be visible to your potential employers.

Do you want to create an attractive "LinkedIn" profile?

We will give you some advice

- 01.** Take time to fully complete your profile. It will significantly increase your possibilities to be noticed by a recruitment specialist. "LinkedIn" search algorithm provides the results according to the completeness of the profile.
- 02.** Avoid "fashionable" words. What do the words 'responsible', 'creative', 'efficient', 'organised', 'expert', 'analytical', 'strategic', 'patient', 'innovative' have in common? These words are the most commonly used in the entire "LinkedIn".
- 03.** The heading of your profile is one of the most important parts of "LinkedIn". Be creative, use keywords to help the reader understand what area you work in and what level specialist you are.
- 04.** When choosing a photograph, consider your environment, colleagues and potential customers. Do not try to look too formal but create a professional image.
- 05.** Summary. Briefly describe your present and future career goals. While talking about your work experience, be precise, positive, try to emphasise your unique skills and achievements that are relevant to the positions you are interested in.
- 06.** Work experience. In this part, just like in your CV, try to reveal your abilities, experience and skills. Indicate the websites of your employers, implemented projects, and prepared papers. Include your present employer, as well as several previous ones.
- 07.** Education. Indicate the institutions you study or studied at. The information on your education will facilitate your contacts with the alumni community.
- 08.** Make sure to include the projects and volunteering activities you are involved in, the languages you can speak. It is a great way to stand out from the crowd and reveal your uniqueness.
- 09.** Include your professional skills in your profile and aim to get the assessment of others. Do not forget to constantly update your skills, you are improving by taking on more responsibilities, changing job positions and implementing new projects.
- 10.** Collect the recommendations. If somebody praises you for great work – maybe that person could write a recommendation in "LinkedIn"?
- 11.** Try to have as many contacts as you can. Start with your friends, colleagues and fellow students. Be visible!
- 12.** Join the professional groups, follow the news and be visible among the specialists of your area.
- 11.** Be active and share your ideas, papers or news. it is a great way to be noticed.