



# HOW TO OPTIMISE YOUR LINKEDIN PROFILE

In today's connected world, your LinkedIn profile is your window into your professional story, your personal brand, and to new opportunities.

Whether you're a seasoned executive, an ambitious entrepreneur, or a recent graduate stepping into the professional arena, a well-crafted LinkedIn profile can set you apart in a crowded marketplace.

We have put together this comprehensive guide to provide you with the tools and knowledge to transform your LinkedIn profile into a powerful asset that drives career success.



# THE ANATOMY OF YOUR LINKEDIN PROFILE



## Headline

This is the first thing people see after your name. It not only appears on your profile page, but also under your name whenever you make a post or leave a comment on someone's post. It should capture attention and succinctly describe who you are and what you do. It sets the tone for your entire profile, establishes your professional brand and can highlight your expertise or current role.

## About Section

This is your 'elevator pitch'. It provides a summary of your professional background, skills, and career goals. It allows you to tell your professional story in a compelling way. It gives a more personal touch, letting visitors know more about you beyond job titles. It can also engage recruiters, potential employers, or clients by highlighting your achievements and career aspirations.

## Experience

This is your work history, including job titles, responsibilities, and achievements. It demonstrates your career progression and experience. Use it to showcase specific skills and competencies gained in various role, and highlight key accomplishments and impacts you've had in each position.

## Qualifications/Education & Certifications

List your academic background, degrees, and additional certifications here, and show the foundational knowledge and training you have received. Educational background relevant to your field can strengthen your profile. Ongoing education or certifications can also demonstrate your commitment to continuous learning.



# THE ANATOMY OF YOUR LINKEDIN PROFILE



## Testimonials/Recommendations

This is the gold mine of your profile! Colleagues, managers, clients, and anyone who has worked with you can write endorsements and recommendations here. These provide third-party validation of your skills and work ethic and helps build your professional reputation through others' words. It increases trust for potential employers or clients considering working with you.

## Skills

This section lists specific skills you possess at a glance. It also helps your profile appear in searches for those skills. Endorsements from connections can validate your skills.

## Projects

This section highlights significant projects you've worked on. This can be extremely valuable for certain industries including change management and IT transformation. It provides concrete examples of your work, and shows the results and impacts of your contributions.

## Volunteer Experience

List your volunteer roles and activities here, and showcase your personal values and interests outside of work. This section demonstrates your transferable skills and experiences and shows your engagement with and contribution to the community.







## YOUR VIRTUAL RESUME

Maintaining consistency between your LinkedIn profile and resume is crucial. Consistent information across both ensures that you come across as reliable and trustworthy. Any discrepancies can raise red flags for recruiters and hiring managers. Clear and consistent information makes it easier for everyone to understand your career trajectory, skills, and qualifications.

LinkedIn is a powerhouse in the recruitment world. According to recent data from The Social Shepherd, 72% of recruiters use LinkedIn when hiring new talent, making it one of the most critical platforms for job seekers and employers alike. 75% of people who recently changed jobs used LinkedIn to help them find new job opportunities

Internal and agency recruiters can download a resume directly from your LinkedIn profile header by selecting 'more' and 'save as PDF'. This is a commonly used tool for headhunting. Keeping your LinkedIn profile up to date with your latest skills and experience means that your online resume can showcase you in your best light.

Your "About" section should serve as your compelling elevator pitch, highlighting your unique value proposition succinctly. Utilise your storytelling skills to pitch yourself to anyone reading through your profile. With the majority of recruiters using LinkedIn to find talent and the limited time they spend on each profile, making a strong, consistent impression is more important than ever.

LinkedIn is a blend between a professional resume/portfolio and a social media platform. It's important to maintain a clear distinction between LinkedIn and personal social media sites like Instagram. Your profile picture should be a professional headshot, rather than an informal selfie. Get a friend to take a photo of you against a plain and neutral background, and wear clothing that you would wear to a job interview.



# BUILDING AND SELLING YOU

LinkedIn provides a unique platform where you have complete control over how you present yourself professionally. This ability to curate your public persona is essential in today's digital age, where your online presence can significantly impact your career opportunities.

## STYLE AND TONE

Throughout your profile, you can choose a style that best suits your personality and industry. For example, some people lean towards an informal and chatty tone to give the feel of a conversation as opposed to an email. This can be particularly effective if you work in a creative industry or are looking to work in a startup environment. Others in more traditional industries such as law and finance may prefer a professional and formal tone that conveys experience and expertise.

Choosing the right style depends on your industry, the image you want to convey, and your personal comfort. Each approach has its benefits and can be tailored to resonate with different audiences.

## EXAMPLE - INFORMAL

*"Hi! I'm Susan. I'm a marketing enthusiast with a knack for storytelling and a passion for digital innovation. Over the past five years, I've helped brands like XYZ and ABC craft compelling narratives that resonate with their audiences. When I'm not in the office, you'll find me exploring new tech trends or volunteering at local animal shelters."*

## EXAMPLE - FORMAL

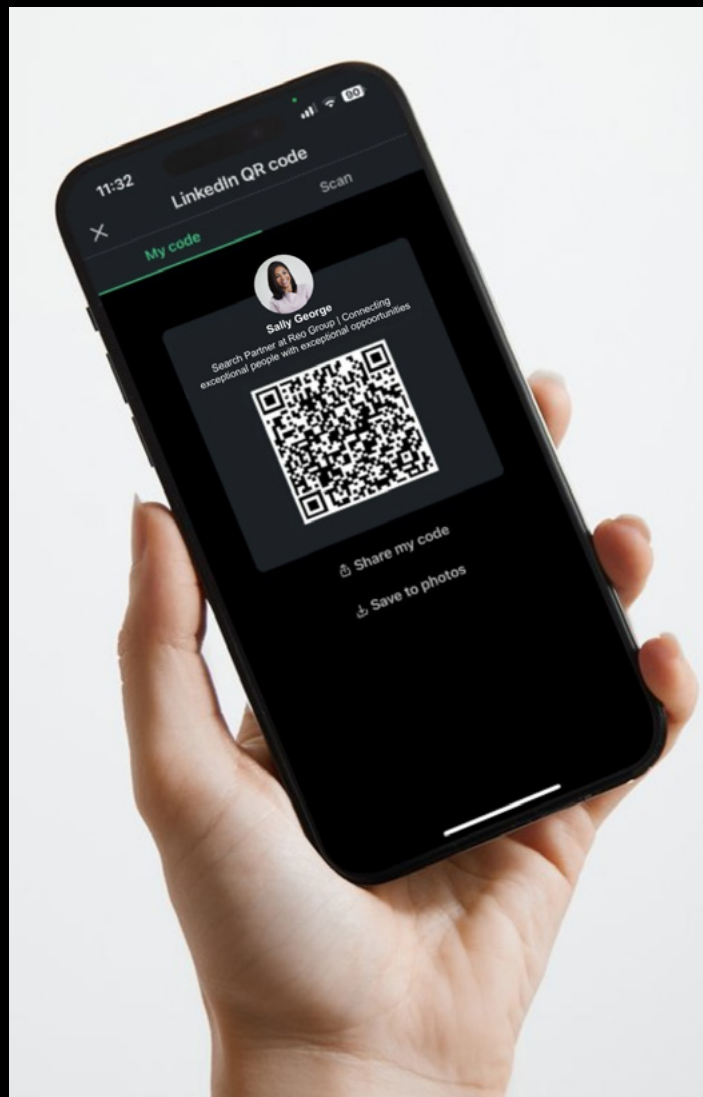
*"As a seasoned finance professional with over ten years of experience in financial planning and analysis, I have a proven track record of delivering strategic insights that drive business growth. My expertise lies in budget management, risk assessment, and investment strategies, which I have honed through roles at leading firms such as XYZ and ABC."*



# YOUR PROFILE IS READY TO GO... WHAT'S NEXT?

So, you've set everything up. Now, how do you use LinkedIn to your advantage?

Your LinkedIn profile is not just a passive page for recruiters to stumble across. You can also use this as an effective networking tool, both online and in-person.



**Share** high-quality content that provides value to your network rather than posting frequently without substance. Create and share your own articles or insights about industry trends, challenges, or innovations. You can also share articles from reputable sources with your own commentary to add value and show your perspective.

**Engage** with content posted by others by leaving thoughtful and valuable comments. This helps you build relationships and establish yourself as an industry thought leader. Leave comments that add value, such as asking insightful questions or sharing your own experiences related to the post. Maintain a professional tone in all interactions to build a positive and respectful online presence. You can also use comments as a way to network by connecting with the authors of posts and other commenters who share your interests.

**Be consistent** in your messaging and the type of content you share to build a recognisable personal brand.

**LinkedIn can also be a great in-person networking tool.**

Within the LinkedIn app, click into the search bar and on the little icon in the top right hand corner of the search bar. This is a QR code that people can scan, which takes them right to your profile for them to connect with you.

This is not only a great conversation starter at in-person networking events, but is also a great way to be able to keep track of valuable people that you meet and enables you to be able to follow up afterwards.





# ASK YOUR RECRUITMENT PARTNER FOR FEEDBACK

Working with a recruiter is a great way to get prepared in all facets of the job search. As professionals that spend a significant portion of their time searching for candidates on LinkedIn, they are best positioned to give you feedback on what makes a profile stand out, and how to share your skills and experience in a compelling way.



Reo Group are endorsed by job seekers through the Recruiter Insider feedback platform. This means that we receive exceptionally high feedback from candidates on how we support them and prepare them for interview with clients.

For career advice and support in finding your next great role, contact us below.

