



10 TIPS FOR MANAGING YOUR LINKEDIN PROFILE

Your LinkedIn profile is an important tool in your job search.

While it's only one aspect of your digital footprint, it's the most important professionally.

Here are our top 10 tips for managing your LinkedIn profile

1. Make an effort

When you're looking for a new job, your LinkedIn profile isn't optional – it's essential.

Think of your LinkedIn profile as a secondary CV: Anyone who receives an application from you or reviews your CV will also look you up on LinkedIn.

Take the time to make sure your profile is up to date and consistent with your CV.

2. Use the right profile photo

While photos on CVs are somewhat controversial, it's the complete opposite on LinkedIn. Choose a recent photo that is appropriate for the platform.

It doesn't have to be a professional 'headshot' – but think twice about using a photo of you in a casual or social setting (there are other social media platforms for that).

3. Write a compelling headline

The line of text that sits directly below your name doesn't have to be your job title and company – and if you're looking for a new job, it shouldn't be!

Choose a couple of key words/phrases (or a succinct sentence) that captures what you do /what sets you apart ie your unique value proposition.

4. Don't leave the 'About' summary section blank

Seems obvious, right?

Apparently not. It's incredible how many people don't use this summary section. It is one of the most underutilised sections on LinkedIn profiles.

The 'About' section is high value online real estate! After your photo, name and headline, it's the very next thing someone sees; it's separate to your work experience and the best news? The space available is greater than it used to be.

This section is where you should tell your story. A short, compelling version of your story of course. This is your own personal piece of marketing – make the most of it!

5. Make it consistent

Your LinkedIn profile should be consistent with the CV you're sending out into the world.

While your profile doesn't need the same level of detail as your CV; the basic outline should be the same ie job titles, employers, employment dates and education information.

6. Leverage the skills section

Creating (and adding to) your list of skills on LinkedIn is a classic 'quick win'.

All you need to do is scroll through the lists of skills and select those that are relevant to you. The information in this section will support what you've written in your headline and 'About' summary.

The skills you select here also act as a platform for others to endorse you.



7. Consider a custom URL

Everyone can select a custom URL for their LinkedIn profile.

The ideal is linkedin.com/yourname although if that's not available, you'll still be able to choose something that is better than the random combination of numbers the LinkedIn platform automatically gives you when you first create your profile.

Once you've set this up, you can use it on your CV, email signature, business card or anywhere else you communicate.

HOW? Click on 'Edit profile' and at the bottom of that window, you'll see an option to 'Edit contact info' which will take you to a window where you can enter your preferred custom URL.

8. Add a cover photo

This is a great visual feature of your profile which helps you stand out from the crowd.

There aren't really any 'rules' for selecting a cover photo – just make it relevant and engaging.

9. Set your profile to public

If you want to be found and connect with people via LinkedIn, consider making your profile public. This includes making your profile picture visible when someone searches for your name online.

HOW? Click the 'Me' icon at the top of your LinkedIn homepage > View profile > Edit public profile and scroll down to select which parts of your profile you'd like to be public / private.

10. Be authentic

While your LinkedIn profile is an opportunity to promote yourself, your skills and what you can bring to a job/employer, it always pays to be authentic and 'real'.

Avoid loading your profile with buzzwords and cliches, inject some personality but keep it professional and honest, always.

Got your LinkedIn profile all sorted?
Check out our [guide to managing your digital footprint](#).



The screenshot shows a LinkedIn profile for Cynthia Harris. The profile picture is a circular image of a smiling woman with blonde hair. The background of the profile banner is a vibrant image of sliced citrus fruits, including pink grapefruit and yellow lemons. To the right of the profile picture are two buttons: a blue 'Message' button and a white 'More...' button. Below the profile picture, the name 'Cynthia Harris' is displayed with a '1st' badge and the LinkedIn logo. Her headline reads 'Helping marketing, communication and fundraising people build great teams and careers'. Below this, it says 'Australia · 500+ connections · Contact info'. To the right of the profile information are two logos: 'HEART RECRUITMENT' and 'QUT Queensland University of Technology'. At the bottom of the profile, there is a section titled 'Providing services' which lists 'Business Consulting, Nonprofit Consulting, and HR Consulting' and a link to 'See all details'.