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# Using LinkedIn

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**LinkedIn is like any social media platform; perfect for connecting and networking with people from all around the world.** The difference with LinkedIn is that it is solely for the purpose of showcasing your professional life. It allows you to connect with professionals within industries you are interested in and with businesses you'd like to work for, but even more importantly perhaps, it allows employers to find you.

There are a number of ways you can increase the effectiveness of your LinkedIn profile. It is one thing to have a profile, but another for it to attract and engage employers. Try these methods to take your profile from amateur to all star.

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## 1. Look the Part

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Needless to say, it's best to save your holiday photos for Facebook. Make sure to use a simple headshot photo of yourself against a plain wall and don't have anyone other than yourself in the image.



## 2. Connect

LinkedIn is the best free database of professionals you'll ever have access to. If you've ever tried to find the contact details of an important person before, you'll know how hard it is. So make the most of LinkedIn. Connect with people who work in the industries you are interested in; even the content they post on their LinkedIn may be useful for you.



## 3. Be Business Appropriate

Remember that whilst people will accept your invitations to connect on LinkedIn, this isn't an invitation for you to spam them for interviews or job vacancies. You must network and communicate on LinkedIn in the same way you would if you met the person face-to-face. No one wants a pushy sales pitch.



## 4. Customise your URL

Customising your url means people can search for you more easily and your url reads professionally. Edit it down and remove random letters and numbers so that it simply reads as your full name.



## 5. Get Endorsed



Anyone on LinkedIn can endorse you for skills. The more people who endorse you for the skills you want to be known for, the more credibility your profile will have. You'll find people will endorse you without a huge amount of effort on your part, as endorsing people on LinkedIn is such a quick and easy task. You can give them a little encouragement by endorsing them for a few skills too.

## 6. Showcase your Skills



Don't opt for a lazy profile. It is high likely that more people will view your LinkedIn profile than will ever read your CV. So do your experience justice, include detail and demonstrate your skills as accurately as possible.

## Three Things to Remember



### **Know your strengths**

Acknowledge the top 5 strengths you wish to highlight and then check through your LinkedIn to make sure you've illustrated these thoroughly.

### **Source the right people**

If you can't find the right people to reach out to, try signing up for Premium. They will do the outreach for you to help you connect with elusive contacts.

### **Complete your profile to 100%**

LinkedIn rates your profile on how well you've completed each section. The more detailed your profile is, the better it looks. Try to achieve 100% so you know you've included all the information LinkedIn recommends.