

GIVE YOUR LINKEDIN PROFILE SOME LOVE

With more competition than ever when it comes to making yourself stand out to prospective employers and recruiters, make sure your profile is cutting through the noise. Here's just a few we recommend...



1

MAKE IT PERSONAL

Your profile needs a photo. A nice photo. And by that we don't mean professionally taken, more like in a professional pose. Not a snap of you clutching your cat or your pint. Save those for Facebook or Instagram. And btw, profiles that don't have pictures look vaguely suspicious...what are you hiding? You can have a banner too if you like, Canva has some great resources you can experiment with.



2

BE OPEN

Use the 'Open to Opportunities' feature to show prospective employers and recruiters that you're looking. You can use the privacy settings to control who can see this.



3

KEYWORD HAPPY

Think about who'll be reading your profile (ideally anyway!) What keywords will jump out at them? Yep, use those. And work them through your profile. BUT DON'T GO CRAZY WITH THEM. Also - when a recruiter is searching - we love to know what verticals you've been selling to - work them into your profile, be it utilities, public sector, government, etc...



4

GIVE IT A SPRING CLEAN

Don't neglect your own job description. Give it a spring clean - make sure recent achievements are on there as well, not just the basics of what you do day to day. But for God's sake, don't write War & Peace in this section - keep it succinct!



5

GET ENGAGED

Nope, not in the romantic sense, you need to be engaging with your markets and industry. Share content - your own, your colleagues, articles you read and find useful, industry news - and the more regularly you can do this, the better. Comment on other peoples posts too, showcase your knowledge about your industry / sector.



6

SPELLCHECK!

Seems obvious doesn't it? You'd be surprised. And when recruiters are using boolean tools to search for candidates, if you have a misspelt job title (think "manger" instead of "manager" and you would not BELIEVE how often that one happens) it can exclude you from the results.



7

GET FOUND

It's basic but INCLUDE YOUR CONTACT DETAILS. You'd be amazed by how many people simply don't. And it takes time for people (recruiters/employers) to try and find them if you haven't - they may be tempted to move onto the next profile if you don't make it nice and easy for them. It doesn't have to be a phone number - an email address will do nicely.



8

RECOMMEND

Requesting recommendations from your peers is a powerful tool. Nothing speaks louder than someone taking the time to write you a positive personal referral.



9

SUMMARISE

Who you are, what you do, your key skills and attributes that make you great at what you do. Remember these are search friendly within LinkedIn and can help you appear higher on searches by giving more relevancy.



10

RESPOND!

OK, if you're being hit up with a dozen connection requests and inmails from recruiters every day this really can get a little wearing. However take the time to check out the profiles of the people messaging you and ensure you get back to those who genuinely look like they're working in a sector where you're already active or are looking to be. Whilst there might not be an immediate opportunity that sings to you, there's still a value in making those connections - you never know when you might need them.