

LinkedIn Tips

LinkedIn is a social network for professionals. It's like Facebook for your career.

You can think of LinkedIn as the high-tech equivalent of going to a traditional networking event where you go and meet other professionals in person, talk a little bit about what you do and exchange business cards. It's like one big virtual networking event.



STATS

- More than 90% of recruiters use LinkedIn regularly
- Profiles with a photo have 21 more times more profile views and 9 times more connection requests!
- 41% of companies find volunteer work just as vital as paid work
- 590 million users in 200 countries
- 8 million registered users in Australia
- Five or more skills listed results in 17% more profile views

HINTS

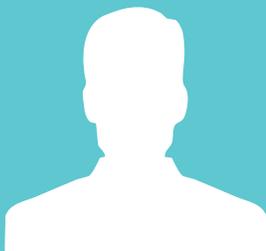
- You have 120 characters available to make your headline really stand out. Make sure that the summary section is written in the first person.
- Customize your URL to make it easily sharable and avoid those ugly numbers at the end of your profile.
- Follow hashtags.
- Build relationships and increase visibility and credibility.
- Don't forget to add awards and honours or even committees and clubs you've belonged to.
- Join groups like the Charles Darwin University – Careers Network and Charles Darwin University Alumni.
- Take part in discussion forums.
- Include projects you've worked on.
- Review your privacy and security settings – remember this is a professional network, so you don't want to lock everything up too tightly.
- Follow groups that are relevant to your profession.
- Be concise and confident.



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ADD A PROFILE PICTURE

- Smile
- Dress appropriately
- Look at the camera
- Remember, first impressions are **EVERYTHING!**



CUSTOMIZE YOUR HEADLINE

A catchy, industry specific headline is a must! Make it short, but memorable.

This is the second place a new connection will look when they view your profile.



WORK EXPERIENCE

Your work experience will tell a more complete story about who you are and what you've accomplished.

The work experience section should mirror your resume. However, you have the opportunity to expand on your skills and showcase more of your experiences.



SUMMARY

The summary section is one of the most overlooked sections.

This is where a potential connection will look to find out your greatest accomplishments.

Your summary is like the first few paragraphs of your cover letter.



EDUCATION

Remember your education says a lot about you!

Start by adding your school and the degree or degrees you've received. You also have the opportunity to add your grade point average.



VOLUNTEER EXPERIENCE



The volunteer section is the perfect place to highlight and demonstrate how you like to give back. So, if you have a little to no work experience, you really want to spend time in this section.

The Careers & Employment team offers career development services to current CDU students and recent graduates.

Contact the Careers and Employment team for advice on all matters relating to gaining employment and building your career.

Improve your chances of securing the career that you want by talking with expert staff and accessing resources that will build your skills and knowledge to give you a competitive edge in the job market.

Contact us | 08 8946 6288 | careers@cdu.edu.au | cdu.edu.au/careers

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