LinkedIn

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A LinkedIn profile can help users connect with great opportunities and show their unique professional story through experience, skills and education.

- Profile photo – Members with a profile photo can get up to 21 times more profile views than members without, and viewers are more likely to trust you if they can see your face. Not all social media pictures are suitable for LinkedIn, therefore, choose a professional image for your profile photo.

- Top tip! You can test your profile picture using photofeeler.com, the world's #1 photo testing tool, to find out what others really think of your photo. Photofeeler helps to optimise users' profile pictures by using a combination of human opinions and a groundbreaking AI technology to deliver accurate and trustworthy results.

- Introduction card – This top part of your profile is the first thing people see when they visit your profile. No one has ever searched for a staff member by writing – "looking for opportunities"! Use this section to describe your current personal and professional status, showcase skills and expertise that you want viewers to know at a glance.

- Description – This is the second part the algorithm will look at in your profile. This section is the perception you want the viewers to have about you. You can choose three words to describe how you want to be perceived in your professional life. Introduce yourself and highlight your skills, experience, education and how you add value. The more key words it finds, the higher up you will rank on the search results when a recruiter looks for a candidate.

- To be selected for a role, which is generally not even advertised, means less competition and, generally, all you need to provide is your resume. No cover letter needs to be written.

- Recommendations and skill endorsements can also strengthen your LinkedIn profile.

- Professional accomplishment and interests can help to enhance your profile as well as build your network and connect to new opportunities.

- Remember to review and update your profile every time you have a change in your career. For instance, an internship, finishing a course, acquiring a new skill, etc.

Government
of South Australia