

# 'FIRST CLASS' RESULTS

- using top tips from the pro's



## First Class Results for Instant Impact on LinkedIn

*'Sometimes in life, it's not what you know, it is who you know'*

We network to some extent every day of the week, but how many of us really *leverage* those connections when it comes to finding work or achieving a goal? People are normally very willing to help, but they are not mind readers so we have to ask for what we want. Get your LinkedIn profile looking sharp and make those connections!

- 1. PHOTOGRAPH** A head and shoulders shot of you in business attire – not at a wedding, or on holiday in your shorts! First impressions count. You wouldn't turn up to a formal networking event dressed inappropriately (I hope), so don't do it at a virtual networking events either. First impressions count!
- 2. DESCRIBING YOURSELF** The title after your name is vitally important. a) it is what LinkedIn uses to match you up with jobs, sectors, people etc. and b) it is what potential connectors see when you send them an invitation to connect. It's a bit like an online business card. Do you therefore want it to say Joe Blogs, student at University of Somewhere?
- 3. FIRST PERSON** Your CV should be written in 3<sup>rd</sup> person, but on LinkedIn it is more appropriate to write in 1<sup>st</sup> person. This means you can get a bit more conversational in your writing and use the word 'I' more frequently.
- 4. COMPLETION IS A MUST!** Fill out all sections – nothing worse than being asked to connect with someone and you click on their link to see you are being asked to connect with fresh air! People are curious to know about you so tell them!
- 5. SUMMARY SECTION** This is a CRUCIAL section so write as much as you can in here (the allowance is very generous). Remember to add in lots of key words for the SEO analytics and add in your contact details too, as only 1<sup>st</sup> line connections can see your contact details in other sections. And we naturally assume everyone can – but that's to the case!
- 6. CUSTOMISE YOUR URL** LinkedIn give you a very generic URL that partly looks like your name, and also had a string of numbers after it that looks like part of a telephone directory. Hover over your current URL and you'll see a little grey wheel appear. Click on that link and see if you can get just your name. You may be lucky. I got ChristineWare1, which is close enough for me. Then use this customized link on your CV/Resume too. Add it into your contact section at the top of your CV as a clickable hyper-link.
- 7. BE CONTACTABLE!** It's no good having a great LinkedIn CV with no visible way of getting in touch. Include an email address and mobile number in your LinkedIn profile. Add them to your Summary section too. You never know a potential employer may want to get in touch regarding a job soon!
- 8. UPDATE** Keep your online presence fully up to date. Whether that is change in circumstances, new job, change of contact details, or update skills/qualifications. Stand out from the crowd and get noticed!