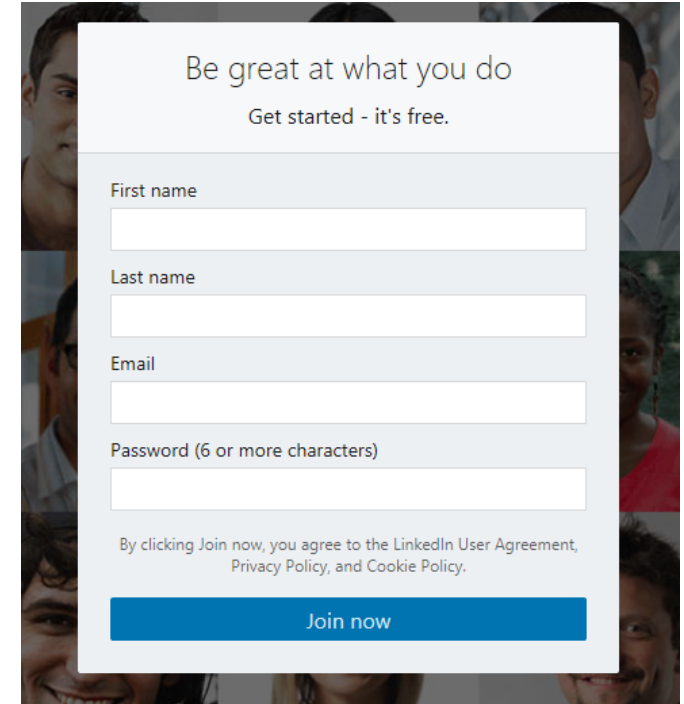


YOUR STEP BY STEP GUIDE TO SETTING UP YOUR LINKEDIN PROFILE



SRS. | Create your LinkedIn account

- Visit www.linkedin.co.uk to set up your free account
- Ensure to use your full name and that it is appropriate. No nicknames!
- Enter your name, email address and create a memorable password.
- Once you are all set up and have an active account you can begin to create your profile!



Be great at what you do
Get started - it's free.

First name

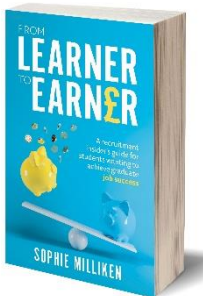
Last name

Email

Password (6 or more characters)

By clicking Join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

[Join now](#)



SRS. | Add your location

- Select the appropriate Country, enter your postal code and click **NEXT.**

First, let's make sure you're recognizable
This will help others recognize you on LinkedIn

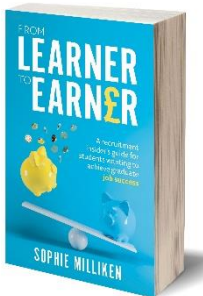
Country/Region *

United Kingdom

Postal code (e.g. NW6 1HS) *

The people, jobs, and news we show you will be more relevant if you add your location

Next * Required information



SRS. | Add your education

- If you're looking for an entry-level role, this section of your profile is the most important.
- You will be asked if you are a Student - select the **YES** box.
- Complete your Education details as outlined below, then click **NEXT**.

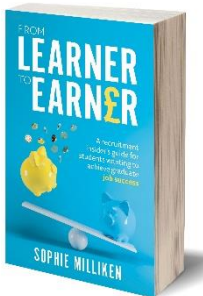
First, let's make sure you're recognizable
This will help others recognize you on LinkedIn

Are you a student? * Yes No

School or College/University *

Start year * End year (or expected) *

Next * Required information

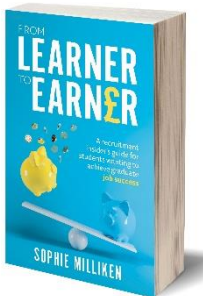


SRS. | Add your interests

- Select the most appropriate to you, we recommend selecting either of the following:
 - ✓ Building my professional network
 - ✓ Finding a Job

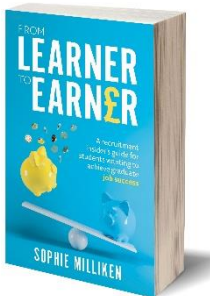
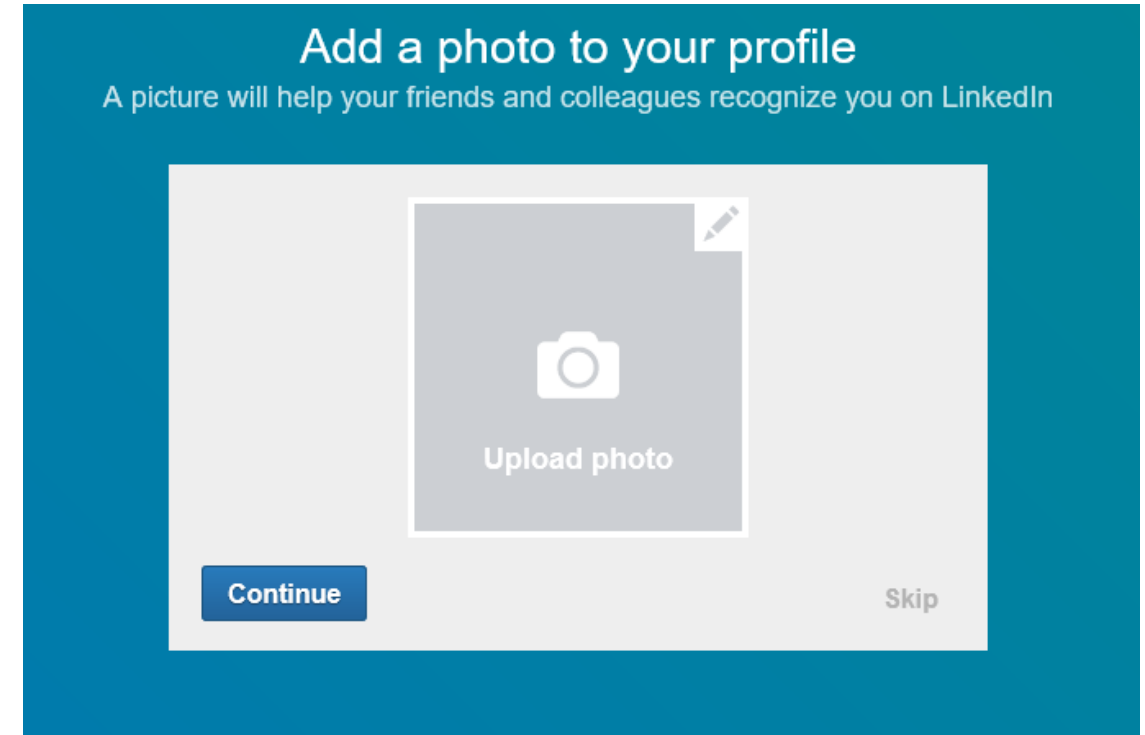
What are you most interested in?
We'll use this info to personalize your experience. (Don't worry, we'll keep it private.)

Keeping in touch with my contacts	>
Staying up-to-date with my industry	>
Building my professional network	>
Finding a job	>
Not sure yet. I'm open!	>




SRS. | Add a profile photo

- The best profile photos are personable, true to life and use most of the frame.
- The worst profile photos include pets/friends/nights out and have a busy, distracting background.
- Your photo should be a minimum of 400 x 400 pixels.




SRS. | Add current position

LinkedIn now only displays your current company in this section of your profile. Ensure that this is always up-to-date.

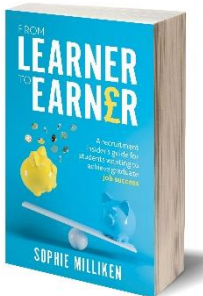


Where do you currently work?
Over 2 million people search by current position on LinkedIn every week



< Previous Next >

Does not apply **Add current position**



SRS. | Add current position

Enter the company name.

Let's get your work experience ✕

Your current position helps recruiters and coworkers find you

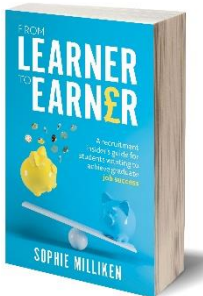
Where do you currently work?

Company name

I'm self-employed



Continue



SRS. | Add current position

Enter your current job title.

Are you your own boss? ↺ ✕

Tell us more about the work you do

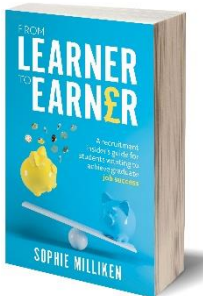
Type your current title here
Find a Graduate job

What's your current title?

Title

● ● ● ●

Continue



SRS. | Add current position

Enter the location.

Great, lastly tell us where you are located ×

Specialist

Find a Graduate job

Jan 2014 – Present

Enter the location

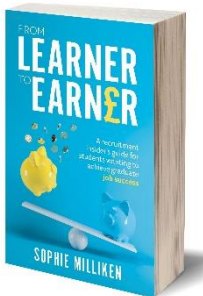
Location

Region



Skip

Save



SRS. | Add current position

Enter the dates and select the appropriate industry.

Ok, let's add your work dates ↺ ✕

Specialist
Find a Graduate job

When did you start working at Find a Graduate job ?

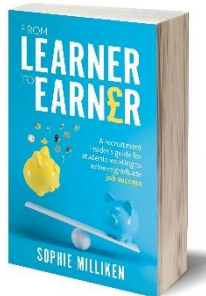
Start Date End Date
January 2014 Present

I currently work here

Update my industry

Industry *
Management Consulting


..... [Add to profile](#)



SRS. | Add your skills and endorsements

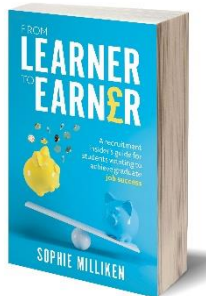
Add appropriate skills to your profile that reflect your role, experience and industry. This will encourage others to endorse you for these skills.

If you endorse your connections for the skills you know they have, they are more likely to return the favour.

 Add 5 skills to showcase what you are great at
Members with more than 5 skills are 27X more likely to be discovered in searches by recruiters [CLICK HERE](#)

[< Previous](#) [Next >](#)

[Add 5 skills](#)




SRS. | Add your skills and endorsements

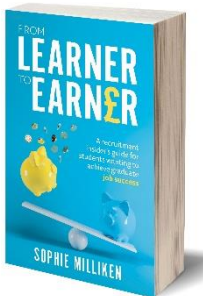
Add your skills and select 'add another'. Once you are happy you can click the add to your profile button.

Let's add your skills ✕

Members with skills get discovered more and get 4 times as many profile views

Customer Service ✓

[Add another skill](#)  [Continue adding](#) Add to profile



SRS. | Add your summary


When considering what to write in your summary, start by describing your current position, the scope of your responsibility and your achievements. Next, you can talk about your industry experience or education and you may want to describe what you enjoy about your work.

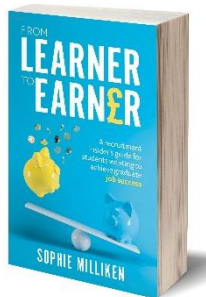


Let's add your skills ×

Members with skills get discovered more and get 4 times as many profile views

Customer Service ✓

[Add another skill](#)  [Continue adding](#) [Add to profile](#)



SRS. | Add your summary

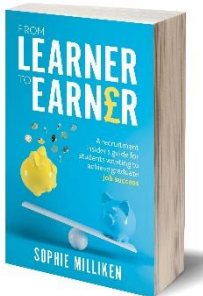
Enter details about your experience, industry or skills and click 'add to profile'.

Let's add your summary ✕

You can talk about your years of experience, industry, or skills. People also talk about their achievements or previous job experiences

Enter your text here.....

Add to profile



SRS. | Add a background image

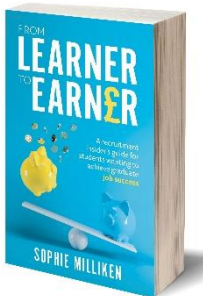
Use a background photo that is relevant to your industry and that will add to the professional look of your profile.

The optimal background image size is now 1584 x 396 pixels. Click the Blue Pencil on your main profile screen to add the image.



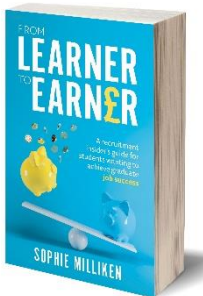
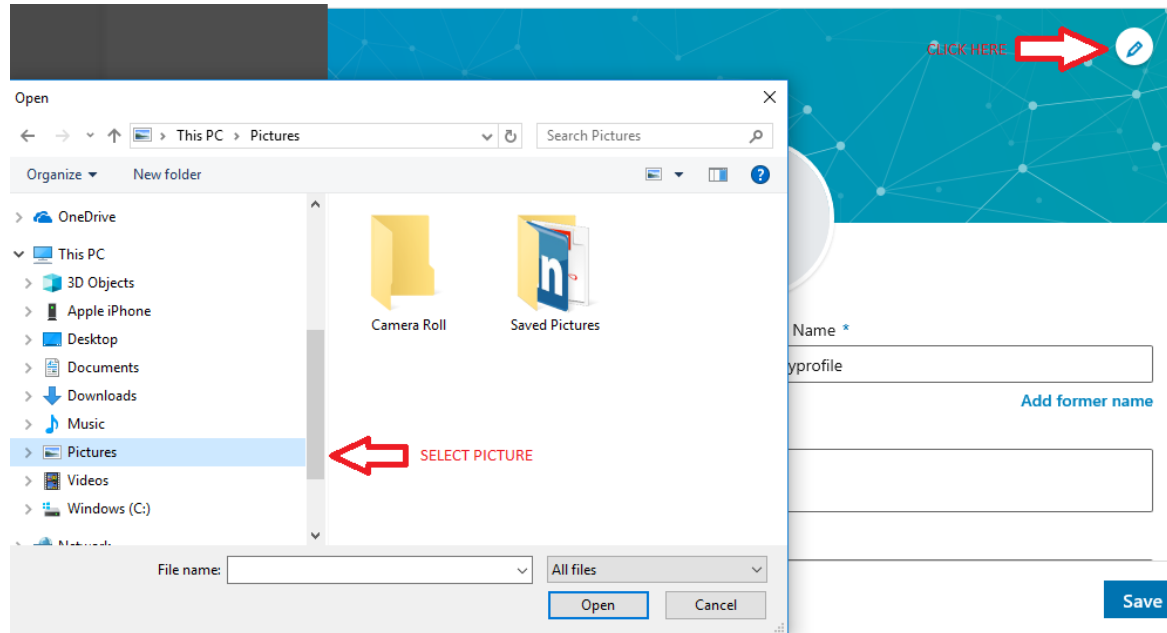
CLICK HERE   

Set up my Profile



SRS. | Add a background image

Click the blue pencil again and an open page will appear, Click pictures and select the appropriate image.



SRS. | Add your experiences

Add your experience to LinkedIn in the same way you would add it to your CV.

You have 2000 characters to describe each role so you can really give people an insight into your responsibilities and what you achieved.

Experience



Specialist

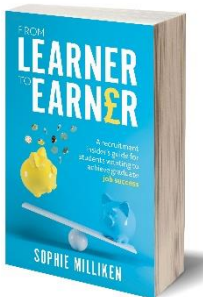
Find a Graduate job

Jan 2014 – Present • 4 yrs 5 mos

Enter the location

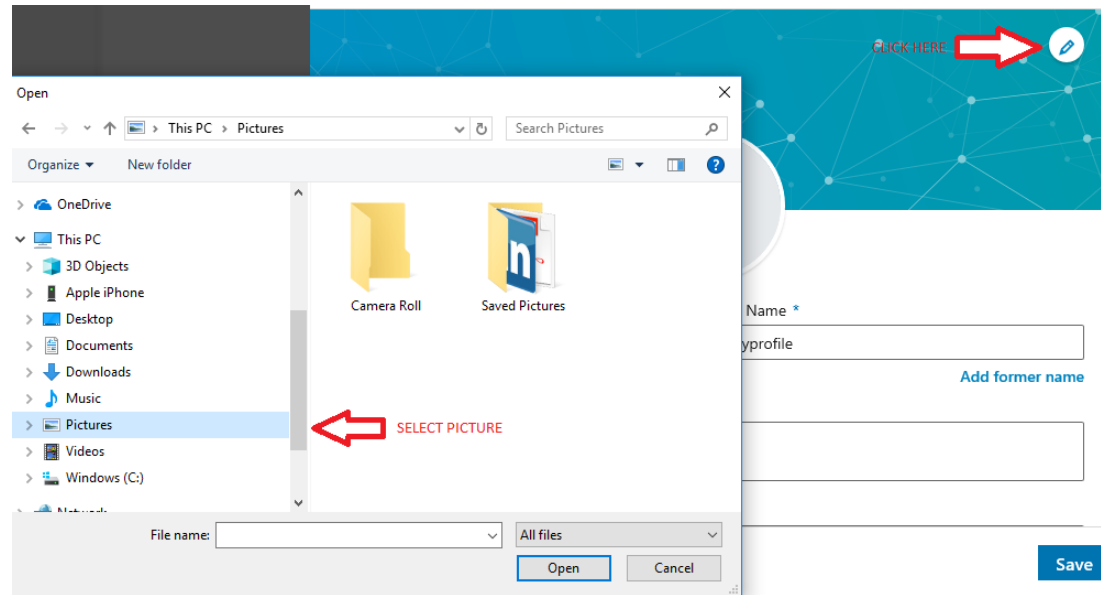


CLICK HERE



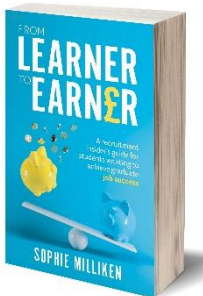
SRS. | Add your experiences

Continue adding experience for each of your roles.



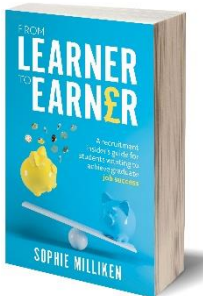
A screenshot of the 'Edit experience' form. The form contains the following fields and options:

- Title: Specialist
- Company: Find a Graduate job
- Location: Enter Location here
- From: January (dropdown), Present (dropdown), 2014 (dropdown)
- I currently work here
- Update my industry
- Update my headline
- Description: enter your description here
- Share with network: On (toggle), If enabled, your network may be notified of this job change and work anniversaries. [Learn what's shared](#)
- Buttons: Delete, Save



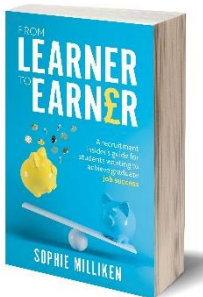
SRS. | Joining groups

- Join groups that are relevant to your industry.
- Being a member of key groups will enable you to maximise LinkedIn's networking potential.
- Did you know? Your profile is 5 times more likely to be viewed if you join and are active in groups.



SRS. | Building connections

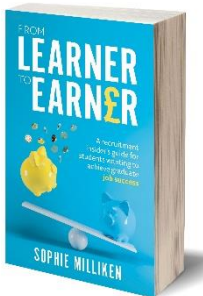
You should aim to make at least 300 connections. Importing your email contacts is a quick way to get started and once you have connected with a few people, LinkedIn will highlight 'People you may know' on your 'My Network' page.



SRS. | Recommendations

Recommendations are written by other LinkedIn members and can be viewed on your profile. They are a great way to add credibility to your experience and carry more weight than skills endorsements.

Ask your current and past colleagues or employers to write you a recommendation on LinkedIn. Acquiring two endorsements for each position is a good number to aim for.




SRS. | Your dashboard

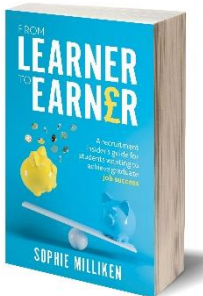
With LinkedIn's latest updates, your recent activity is now visible on your profile. If you have published a post, shared an article, or liked someone else's post this will show on your profile.

Your Dashboard

Private to you

34	12	15
Who viewed your profile	Post views	Search appearances

 **Career interests**
Let recruiters know you're open: **Off**
Choose the types of opportunities you'd like to be connected with





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