

Using LinkedIn to Help Start Your Graduate Career

Access this e-leaflet via the Careers+Placements website

<https://www2.aston.ac.uk/careers/cv/index>

LinkedIn is an essential online tool for students and graduates in career networking, research and jobsearch. This guide aims to help you start making the most of your LinkedIn profile, and get to know some of the key features.

1. How you can use LinkedIn

LinkedIn can help you in 3 main ways:

By explaining your IDENTITY - who you are

Include the following sections in your profile (the next page contains example of the sections of a LinkedIn profile):

- *A professional photograph* - profiles with a photograph receive more views.
- *A professional headline* - what you are studying/what you do, your passion, careers/roles of interest.
- *A Summary* - outline of your experiences, achievements and career interests/passions.
- *Experience* – an overview of your jobs, including the activities you carried out, skills developed and impact you made.
- *Education* – an overview of your university level education including a summary of modules, any professional accreditations, and relevant student activities (such as student society positions, mentor/student rep/ambassador roles).
- *Skills endorsements* - select skills relevant to your future career, and about which LinkedIn connections who have worked with you/supervised you, can endorse you for.
- *Recommendations* – approach LinkedIn connections who you have worked with, or for. Ask them to ‘recommend’ you by writing a short paragraph about your skills and personal qualities.
- *Additional sections* - used to showcase accomplishments such as additional courses, project work, certifications, publications.

By building your NETWORKS – who you know

- Create your profile first and then “connect” with other professionals.
- Connect with people who can help you to build your professional relationships, help you to gain job insights and to learn about career opportunities. Learn more [here](#) about how to network using LinkedIn.
- Connect to people you know. These include fellow students, friends, family, lecturers/tutors/university support staff, previous and current work colleagues. The more people you connect to, the larger your professional network. If you connect to 50 people, they are connected with 50+ people and your network grows. For an explanation of 1st, 2nd and 3rd degree connections click [here](#)



Aston University

- Connect in the right way. If you ask to connect with someone you don't know, send a personalised message e.g. *"I see that you graduated from Aston University with a degree in Chemical Engineering. I am studying the same degree at Aston and am now exploring potential work opportunities. I wondered if you would mind becoming a part of my professional network of engineers?"*
- BE ACTIVE - Engage your network by liking/sharing/commenting on posts, post your own content, publish a blog post. These can be good ways to get noticed and build your network.

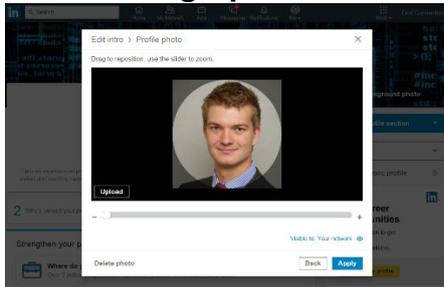
By building your KNOWLEDGE – what you know

- Use LinkedIn to develop your knowledge of careers, companies and job roles in the following ways.
By using Alumni. Find other graduates from your university. See what they are doing/where they are working in their careers and try to connect to ask them questions. See what skills they have whilst working in a company/career of interest. For more information about using the "alumni tool" click [here](#) and [here](#)
By finding and following employers – search for employers of interest and "follow" them – receive company news and updates. To find out how to search for, and follow, employers click [here](#)
By joining LinkedIn Groups – Find Groups relating to your industry, career and job role of interest. This can help you engage with other like-minded professionals. Click [here](#) to discover how to do this.
For job search – LinkedIn advertises a range of job roles. You can find them on an employer's LinkedIn page or through the "jobs" link in the menu bar at the top of the page when logged in to LinkedIn. Click [here](#) to find out more.

2. Key Tips for making the most of LinkedIn

- Make sure your profile is as complete as possible...it's about first impressions. LinkedIn will provide an indication to you of how "complete" your profile is and suggest ways you can add content.
- You have the responsibility for controlling your account, privacy, public profile and email settings. Take the time to review these, and adjust the settings to what you feel comfortable with. Access your Settings page by logging in to your account. Click on the drop down menu in the top right hand corner and select "Settings & privacy".
- Be active on LinkedIn – follow companies, join groups, connect with people, comment on posts, post your own links to articles, or even write a LinkedIn blog post. Don't expect to create a profile, and employers or connections to just find you.
- Keep it professional – remember LinkedIn is about your own personal brand.

3. Creating your Profile Your Photograph



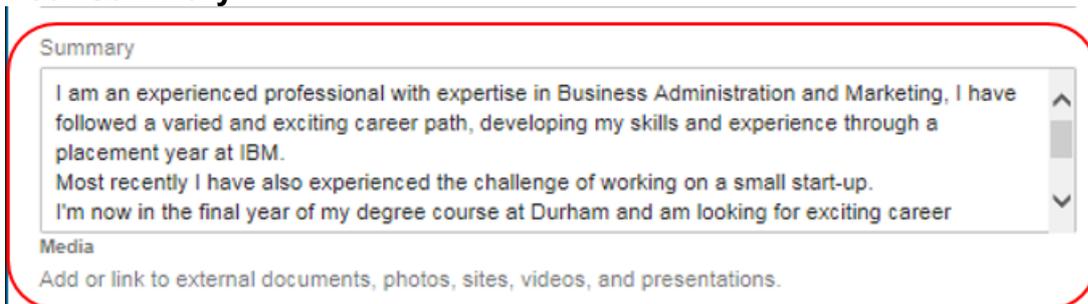
- Add a professional looking photograph
- Profiles with photographs receive more views

Your Professional Headline



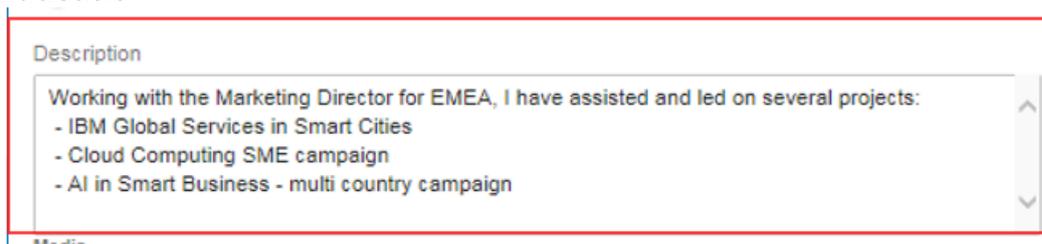
- What you are doing/studying
- Your career passions
- Career area/role of interest

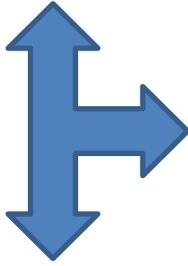
Your Summary



- A summary can enable an employer to find your profile in a future search
 - Write about your experience, accomplishments & aspirations
- Tip:** Use keywords that may come up in job descriptions for career areas/roles of interest to you

Work Experience and Education





- Add your university and degree course (even if you haven't finished it!)
- Add any modules or coursework that may be relevant to a career/job role
- Include any work experience/temporary jobs, with bullet points outlining key duties/responsibilities

Education



Aston Business School

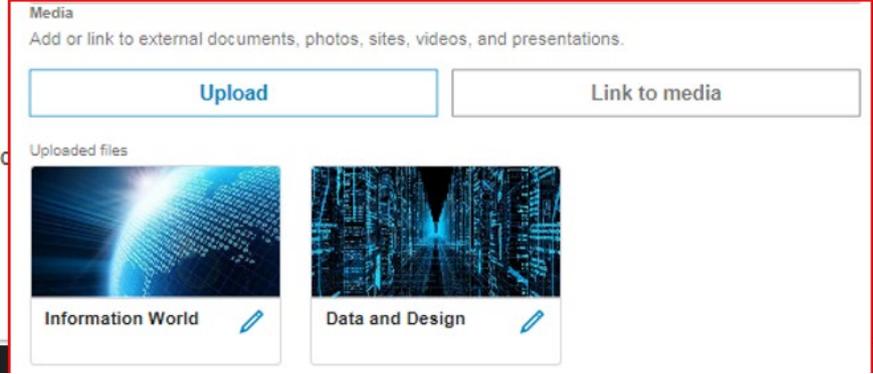
Master of Science - MSc, Investment Analysis

2018 – 2019

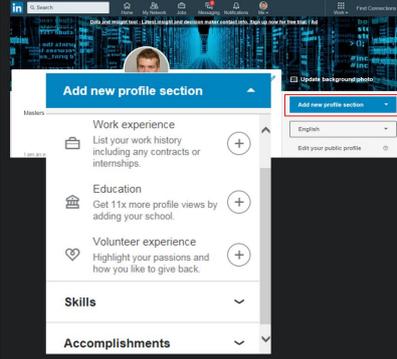
Activities and Societies: Member of Aston Trading and Investment Society (ATIS)

Modules include:
Security Analysis
Investment Management
Valuation of Investments
International Finance
Trading Techniques
Business Finance
Quantitative Methods for Finance

Examples of work



- If relevant you could include examples of projects, websites you have worked on, blogs you have written etc



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Include Volunteer Experiences & Causes

6x

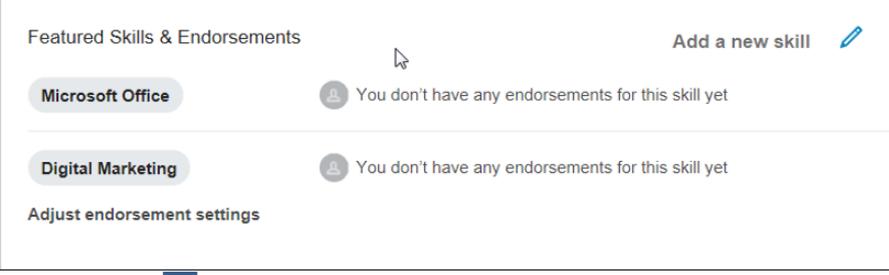
More profile views than those without

Source: <https://www.careerbuilder.com/blog/2017/04/10/adding-volunteer-experiences-to-your-linkedin-profile/>



- Include any volunteering experience you have had
 - Add the organisation(s), your role/responsibilities/achievements
 - Demonstrate the skills gained through these experiences
- Tip:** Many employers are keen to know about your voluntary/extra-curricular experiences and achievements

Skills



The screenshot shows the 'Featured Skills & Endorsements' section of a LinkedIn profile. It includes a header with 'Add a new skill' and a pencil icon. Below are two skill categories: 'Microsoft Office' and 'Digital Marketing'. Each category has a person icon and the text 'You don't have any endorsements for this skill yet'. At the bottom, there is a link to 'Adjust endorsement settings'.



- Add your skills to your profile. These may be technical or transferable skills such as communication, analytical problem-solving
- Your connections can “endorse” you for skills if you list these skills on your profile
- The higher the number of endorsements the more likely you are to appear in searches by companies
- You can also have “recommendations” visible on your profile. To add a recommendation to your profile, you will need to request these directly from one of your connections e.g. someone who has worked with you or managed you. Click [here](#) to find out more.

Further useful links

- LinkedIn for Students guide: <https://students.linkedin.com/uk>
- An overview of what LinkedIn can do for students: <https://university.linkedin.com/linkedin-for-students>

Leaflet created in Jan. 2018 by Sarah Warburton, Careers Consultant. Updated July 2019 by Iwan Griffiths

Content adapted from a “You’re Closer Than you Think; How to use LinkedIn to Kick-start your career” Presentation delivered by LinkedIn Education Engagement Lead at Aston University, July 2017