

Linkedin Profile Construction



LinkedIn, What is it all About

Information has never been so readily available as it is today, so it should be worthy of note, it is now far easier to post and obtain information, therefore making Social Media Platforms. If used correctly, your best friend but used incorrectly, your nemesis.

The purpose of this document is to guide you through setting up your LinkedIn Profile, which in the modern world, is critical for Professional Networking and finding your Next Role.

Your LinkedIn Profile should be seen as an extension of your CV, cognisant of your employment history, your skills and experience and the value you can add to any organisation or potential employer.

With opportunities everywhere and more of them than ever before, organisation's want and are looking for the best talent and you owe it to yourself to be ready. When job searching, you are trying to impress potential employers, you need a personal brand that stands out.

Using LinkedIn to build a strong personal profile / your brand it goes much deeper than a profile picture – it shows potential employers, head hunters and recruiters that you are a real person, a professional, it shows depth of knowledge in your sector, what you believe through your posts and will also show, if used correctly, that you are passionate about Professional Development.

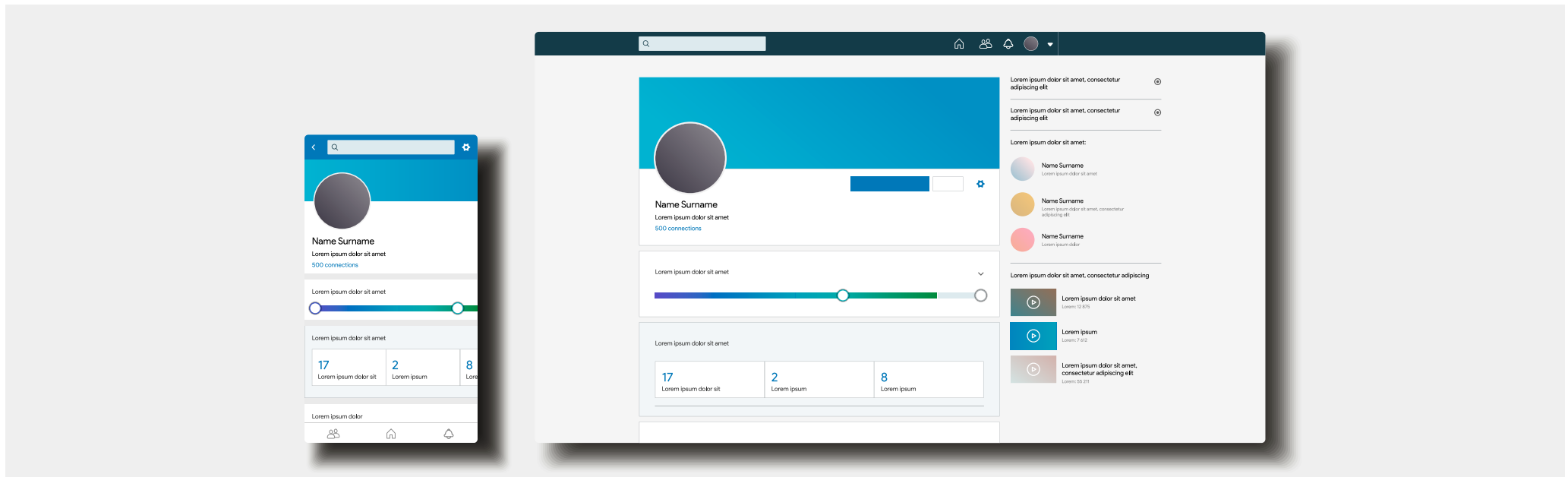


STEP 1 - YOUR PICTURE

It's your picture, your story and quite simply, your picture should be a head and shoulder shot of you in professional comfortable attire, it should not be a picture of you cuddling your pet or you on holiday. Choose a simple shot where you are looking in the right direction. Remember you need to look pleasant and professional. People remember faces and not names!

STEP 1 - YOUR INTRODUCTION

In the same as your picture, you have the ability to place your current job title and your headline, do not repeat your job summary, it is your chance in 120 characters to describe to the LinkedIn world what you do. Use the site to your advantage, choose descriptive compelling keywords that sell you and your ability and skill, in the best possible light and help you get found by the right people in your industry and area of expertise. Remember, LinkedIn is a great search engine that 80% of recruiters use, stand-out.



STEP 3 - YOUR SUMMARY (ABOUT)

This is your time to shine and really get across why an organisation needs you, it is probably the greatest part of its revamp from 2012, giving you the ability to add infographics, photo's even a video of a memorable talk you have video of a talk you gave. It is well worth the effort to write a unique and captivating summary section. If you have a killer CV, then use the first paragraph from your CV if you want it to be. You can even use it to demonstrate 3 or 4 of your greatest achievements.

By the end of your summary, you have left a strong impression of who you are and how you can help both people and organisations reach their individual, business and strategic aims, leave it with a bit of an outreach 'Please feel free to reach and discuss opportunities in A, B & C'.

STEP 4 - YOUR EXPERIENCE

The core or body of your LinkedIn profile and keeping in line with your CV, your experience is where you will project and showcase your experience, credibility, expertise and tool kit.

You will add the organisations in which you have worked, how long you were there and in what capacity and always remember to add your current position, far too many people forget to update when they move on, showing lack of activity. As a rule of thumb, you would add your current and as a minimum and at least another two previous positions.

The way I prefer to write this section is to simply add the name of employer, your position, dates, keep the rest blank, and include in the Summary a more general experience piece.

STEP 5 - TIME FOR A TOP TIP

As we know, within the Supply Chain and wider industry (recruiting is no different) there are particular key/buzz words that are used through various different aspects of recruiting. With the CV, this would be scanned by Applicant Tracking System (ATS) for key and buzzwords, in which you would either be filtered into a possible pile or go straight in the bin (File 13). The same sort of application/software is deployed across LinkedIn. It would be wise to include keywords in the strategic paragraphs of your LinkedIn profile (Summary and Experience sections in particular), for search engine optimization (SEO) purposes.

Recruiters are active on LinkedIn, they use certain specific industry key words. These are the terms that will help you show up in their search results within LinkedIn.

WAYS TO FIGURE OUT YOUR KEYWORDS:

So right now, you are asking, 'How do I know the Words?', this is the point where you need to do a little research, you can make this as easy or difficult as you like for yourself, but...

You could take job descriptions from the positions that you are interested in applying for and paste it into an App:

<https://tagcrowd.com>

You can set word parameters and it will generate a word cloud of the 5/10/15 most popular words in that text, you will then be able to extract the key words for your LinkedIn profile.

Look at other peoples' profiles, get some ideas would be another suggestion



STEP 6 - RECOMMENDATIONS

Often overlooked but none the less critical, recommendations for you skills and experience speak volumes and is probably one of the most important pieces of your LinkedIn Profile and is one of the tools at your disposal, giving credence to your credibility and professionalism.

You will get some recommendations as you start to link and network with people, this is one area though, that you can be really proactive with, you could be reaching out to previous work colleagues, mentors, bosses, or maybe you have provided an outstanding service and it is from a client or customer, that kind of recommendation is worth its weight in gold.

You will be able to influence some of these recommendations, by having a plan, a strategy, you can influence this section by engaging with those leaving the recommendations, as they are designed to highlight particular skills or experiences like leadership or project management, remember the sum of parts is of greater than the value of the whole.

Remember to reciprocate the recommendation, if someone is taking time to recommend you, it is the right thing to do to offer one a recommendation in return.

STEP 7 - GROUPS AND ASSOCIATIONS

Following Groups and Organisations that can directly influence your journey is a great way of networking with like-minded industry professionals who are in similar roles and have common interests and with circa 1.3m Groups on LinkedIn, you can bet there is 1 or 2 out there for you.

Key being, join groups where you can contribute and be seen as value add, use your experience and expertise to benefit and show your interest in the topic.





STEP 8 - THE “FULLY COMPLETED PROFILE”, YOUR READY FOR THE PROFESSIONAL WORLD (NEARLY)

According to LinkedIn you will appear around 40 times more in search results if it is “complete”, with that “SUPERSTAR” status, meaning 40 times more opportunity if you have that complete profile.

Summarising your 100% complete profile (a reminder):

- A profile photo
- Your industry and location
- An up-to-date current position (with a description) - Two past positions
- Your education
- Your skills (minimum of 3)
- At least 100 connections

HELLO LINKEDIN, HELLO NETWORK, HELLO WORLD.

Right by the time you have got this step, you have a profile that will tell your story, it will enable you to position yourself as an expert in your field add value but....

Now we need to start connecting and networking, here are some FAQ's:

But when is the right time to start connecting?

– Simple, now is the answer, do not waste time waiting until you have an issue, it should be progressive and continuous.

How do I connect, why will people want to connect with me? – There is not a right or wrong answer here, but we do have some top tips:

Your LinkedIn connections should not be an extension of your other social media, so you are going to search for people and groups, organisations and of course like-minded professional people.

Think about the approach, draught a short sentence to introduce yourself, a request with no content is like cold calling with a CV, it's not the modern approach to take.

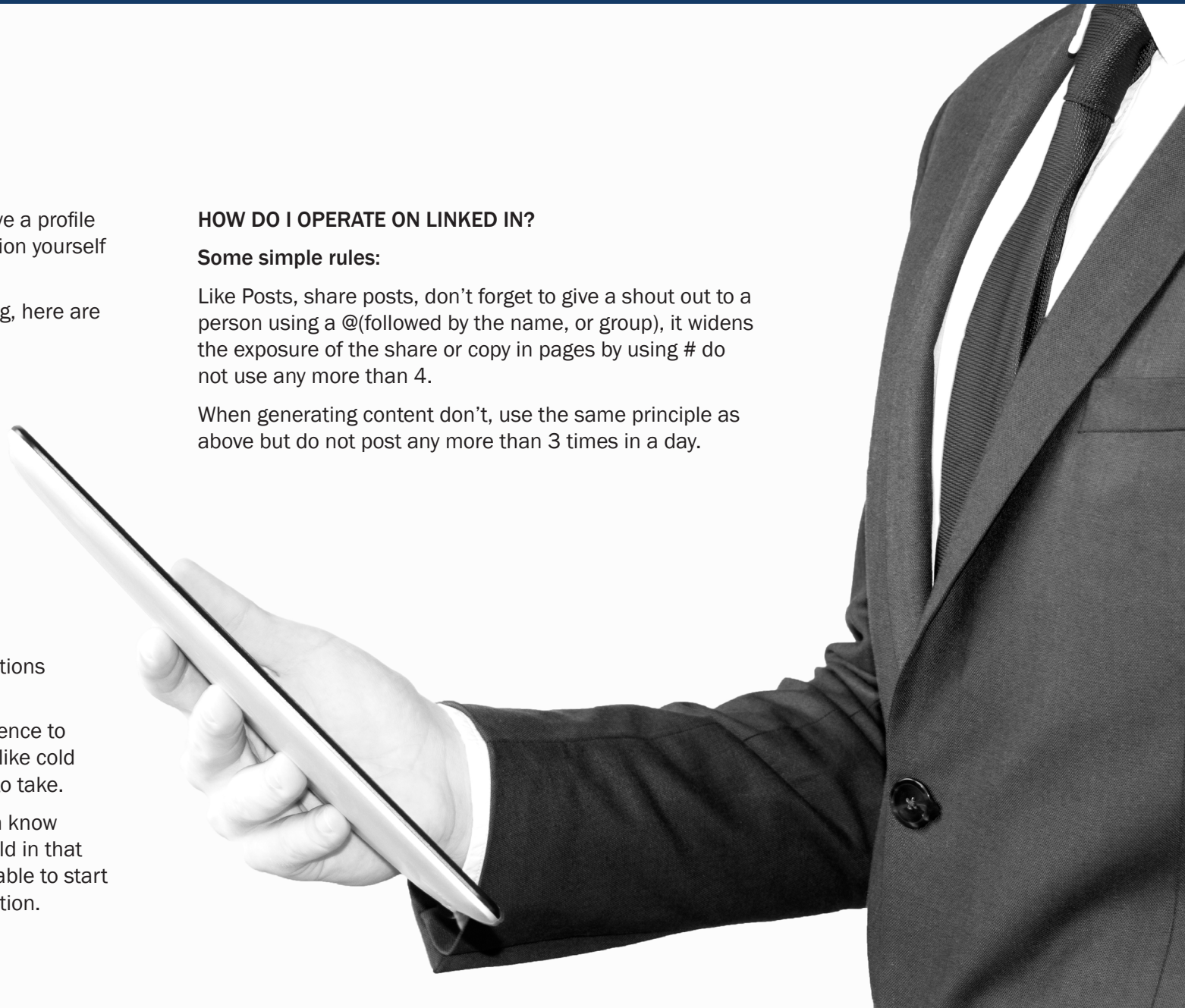
If you are using it to search for opportunity, then know your area, research the organisations in your field in that geographical region, from this point you will be able to start connecting with the right people in the organisation.

HOW DO I OPERATE ON LINKED IN?

Some simple rules:

Like Posts, share posts, don't forget to give a shout out to a person using a @ (followed by the name, or group), it widens the exposure of the share or copy in pages by using # do not use any more than 4.

When generating content don't, use the same principle as above but do not post any more than 3 times in a day.





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