

INVESTATE

BUILDING
AN ONLINE
PRESENCE/NETWORK
ON

LinkedIn®

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WHY LINKEDIN MATTERS

With over 900 million members around the world, LinkedIn is the powerhouse in professional networking. It will increasingly be the first tool a recruiter or employer goes to when looking for candidates. It therefore follows that job seekers-at all levels, including those applying for degree apprenticeships-need to ensure a strong, active presence.

Key benefits of LinkedIn include:

- **Building a Professional Brand:** Your LinkedIn profile is like an online resume, but it also allows for a deeper insight into your personality, career aspirations, and interests.
 - **Networking Opportunities:** LinkedIn makes it easy to connect with professionals in your industry, potential mentors, colleagues, and hiring managers.
 - **Recruiter Access:** Recruiters use LinkedIn to find candidates. Having a well-optimized profile increases the chances that you'll be approached for opportunities.
 - **Job Search:** LinkedIn has a dedicated job search feature that makes it easier to find relevant opportunities and apply directly on the platform.
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MAKING A STANDOUT PROFILE

- **Profile Picture:** A professional profile photo is the first impression others will have of you. Avoid selfies, pictures with busy backgrounds or informal pictures. Ensure your photo is clear, well-lit, and portrays a professional demeanour. A simple headshot in business attire or smart casual wear is ideal. If you are unable to take one AI can be used too.
 - **Banner Image:** This is the background image that sits behind your profile picture. Use this space to reinforce your personal brand. It could be a simple image related to your industry, a sleep layover that has your name and details or even a quote that reflects your professional values.
 - **Your headline** is one of the first things people see, so it should be clear and attention-grabbing. You can also be searched through this, so include keywords that describe what you do or what you are seeking.
 - Examples:
 - “Marketing Student | Aspiring Digital Marketer | Passionate About Social Media & Content Strategy”
 - “Software Engineer | Java, Python, & Cloud Computing Enthusiast | Looking for Degree Apprenticeship Opportunities”
 - “Graduate in Finance | Data Analyst with SQL & Excel Expertise | Seeking Opportunities in Financial Services”
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MAKING A STANDOUT PROFILE

- **Crafting a Strong Summary (About Section)**
- Your summary is your “pitch” on LinkedIn. It should be concise yet impactful, briefly explaining who you are, what you do, and what you’re passionate about.
- **Key Elements:**
- **Who You Are:** Briefly introduce yourself and mention your education, profession, or career aspirations.
- **What You Do:** Highlight your skills, key strengths, and any relevant achievements or experiences.
- **What You’re Looking For:** If you’re seeking opportunities, mention that you’re open to new roles or degree apprenticeships. Be specific about what kind of work you’re interested in.


Example:

- “I am a final-year Business Management student with a strong passion for strategic marketing. I have completed internships at [Company Name] where I worked on market research, social media campaigns, and sales strategies. Currently seeking a degree apprenticeship in marketing where I can apply my analytical and creative skills to drive business growth.”
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MAKING A STANDOUT PROFILE

- **Detailed Experience and Education Sections - Experience:** Include all the positions and interns you have gone through. Try to describe briefly for each job, your responsibilities, achievements, and skills briefly. Bullet points are convenient for reading.
- **Education:** Mention the degree, university, or related courses taken. As a fresh graduate or still a student, include any on-campus projects or relevant courses regarding your profession.

Skills and Endorsements

- **Skills:** You can add a list of up to 50 skills in your profile. Think about identifying a mix of technical and soft skills pertaining to your profession. Examples of technical skills that you may possess could be the use of software like Microsoft Excel or Java. Soft skills may include interpersonal communication, leadership skills, and others. You may also mention job-specific skills; for example, data analysis, strategy development in marketing, and the like.
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GROWING YOUR NETWORK

People You Know

- Start by connecting to people that you already know, such as classmates, professors, colleagues, and family. The idea here is to establish a core of connections that you can expand from.

Building Your Network

- Once you're connected to people you know, start building out your network by reaching out to and connecting with professionals in your industry, potential mentors, and people working for companies you're interested in.
- Use LinkedIn Search: Find companies, industry leaders, or groups similar to your field. Then, reach out to and connect with professionals that may be a good fit.
- Follow Industry Leaders: Stay up to date on the latest trends people are currently following in the field. Comment, share or like their posts.
- Personalize Connection Requests
- Always write a personal message instead of sending the default one of connecting with them. A small note on why you are connecting and what you hope to learn from them can increase the likelihood of your successful connection.
- Example: "Hello [Name], I am currently studying [subjects] at [sixth form/college] and am very interested in [industry]. I would love to connect and learn more about your career journey at [Company Name].".

CREATING AND SHARING VALUABLE CONTENT

Do not just post about insight days/evenings and work experiences you have attended

What to Post on LinkedIn

Content creation helps you build your personal brand and position yourself as a knowledgeable professional in your field.

- **Share Your Thoughts:** Posting can be about industry news, trends, or any opinions that you may have on topics you are passionate about.
- **Showcase Your Work:** If you have done any academic projects, presentation, or work that demonstrates your skills, share them. You can always share blog posts, articles, or research you have written.
- **Participate in Industry Discourse:** Like others' posts or share them to provoke conversation about your industry.
- **Writing and Publishing Articles**

In case you like writing, LinkedIn enables you to also write long-form articles; that is an excellent way to establish yourself as an authority in your niche.

Some ideas about what you can write include topics about industry trends, the problems you have faced, or even advice from your career thus far.

Replies to Others' Posts

- **Like, Comment, Share:** Do not just post your own content but also make sure to like, comment, and share those posts from others in your network to remain active as well as encourage others. ALWAYS use hashtags that resonate with your posts too

UTILISING FOR SEEKING DEGREE APPRENTICESHIPS

Do not just post about insight days/evenings and work experiences you have attended

Find a Job and Its Opportunities

Finally, there's a strong job search facility on LinkedIn which allows you to screen by location, company, industry, and experience. Set up job alerts for degree apprenticeships or other jobs that interest you.

Carrying Out Company Research

Use LinkedIn to gather information that will help you customize applications and interview responses by researching a prospective employer's culture, job openings, and testimonials from employees.

Contacting Recruiters and Hiring Managers

For any job or apprenticeship that you might be interested in, do not be afraid to contact the recruiters or hiring managers directly. Sometimes, all it takes is a short, courteous message stating interest and asking whatever questions you may have.

