

# Developing your LinkedIn Profile

## Profile photo

- Most phone cameras are adequate. You don't need to hire a photographer.
- Make sure you can be easily recognised – your usual hairstyle, glasses, etc.
- Dress appropriately for your desired profession (from the collar upwards).
- Get someone else to take the photo. Stand several metres away.
- Stand against a neutral background – avoid distracting clutter in the image.
- Find a spot with good, diffuse lighting – no shadows.
- Relax, look at the camera, smile.
- Take several photos from different angles then choose the best.
- Crop to head & shoulders only. You can zoom and adjust the photo after uploading.



## Background photo optional not available from mobile.

Choose an image that portrays your industry, location or personality.

- Or find a generic background image such as an abstract pattern or scene.
- Make sure you have copyright permission to use the image – DON'T take one from someone else's web page! Unsplash.com has free photos. Canva.com can help with your own design.
- For best results, crop to a rectangular shape before uploading. You can adjust the position after uploading.
- There are many simple photo editors available. E.g. Pixlr.com/express, befunky.com.

## Headline

Only the first 80 characters show in search result lists but, you can have a maximum of 120 characters.

- Summarise your field, industry focus, expertise, special skills. You can also include what you are seeking.
- Use key words that employers will search for. Look for the trending words used in job ads for your industry and the key words used by professionals in your field.
- Try using a special character (e.g. / | \* +) to separate concepts in your headline. e.g. Job role or Degree qualification | Subject focus | Special Skills | Significant achievement | Future... (the role you want)

Examples:

Law student (final year) / Litigation, International Law, Conflict resolution / LawSoc president  
 Master of Engineering student | Construction Management | Matlab, VBA, AutoCAD  
 Aspiring Product Designer studying Engineering + Creative thinker + SOLIDWORKS & AutoCAD

Business & Communications Student \* Social Media Savvy \* Seeking Marketing Internship

## Summary

Two to three short paragraphs is sufficient but you can have a maximum of 2000 characters.

- Write in first person "I" – as though you're introducing yourself to your reader.
- Describe your: qualifications, experience, skills and achievements; career goals; interests and personal values.
- Inject some personality – be enthusiastic. Say why you are interested in what you do.
- Include lots of key words - use synonyms for some of your key skills that are listed elsewhere.



I'm in my second professional year of study towards a Bachelor of Engineering with Honours in Mechanical Engineering at the University of Canterbury. My ultimate goal is to help create products that break barriers and exceed existing expectations but right now, I'm seeking an internship anywhere in NZ for summer 2018-2019, to gain experience in mechanical engineering design or production.

I'm passionate about engineering and design, especially in applications that achieve high performance for the end-user. I'm helping a friend to build a model jet boat and we're using CAD design tools to try and reduce the drag at high speeds. I gained experience in production and simulation through course projects and am enjoying using SOLIDWORKS and MATLAB.