

# Creating a more professional online presence.



## What is LinkedIn?

LinkedIn is a free, professional social networking site where you can showcase your experience, skills and qualifications. It is a platform that many employers use to hire new people.

### It can help you to...

- Connect with professionals
- Be seen by employers
- Learn about work you are interested in
- Apply for jobs

Want to hear directly from LinkedIn? Head to:

 [youtube.com/watch?v=YWp6AN00D\\_c](https://youtube.com/watch?v=YWp6AN00D_c)



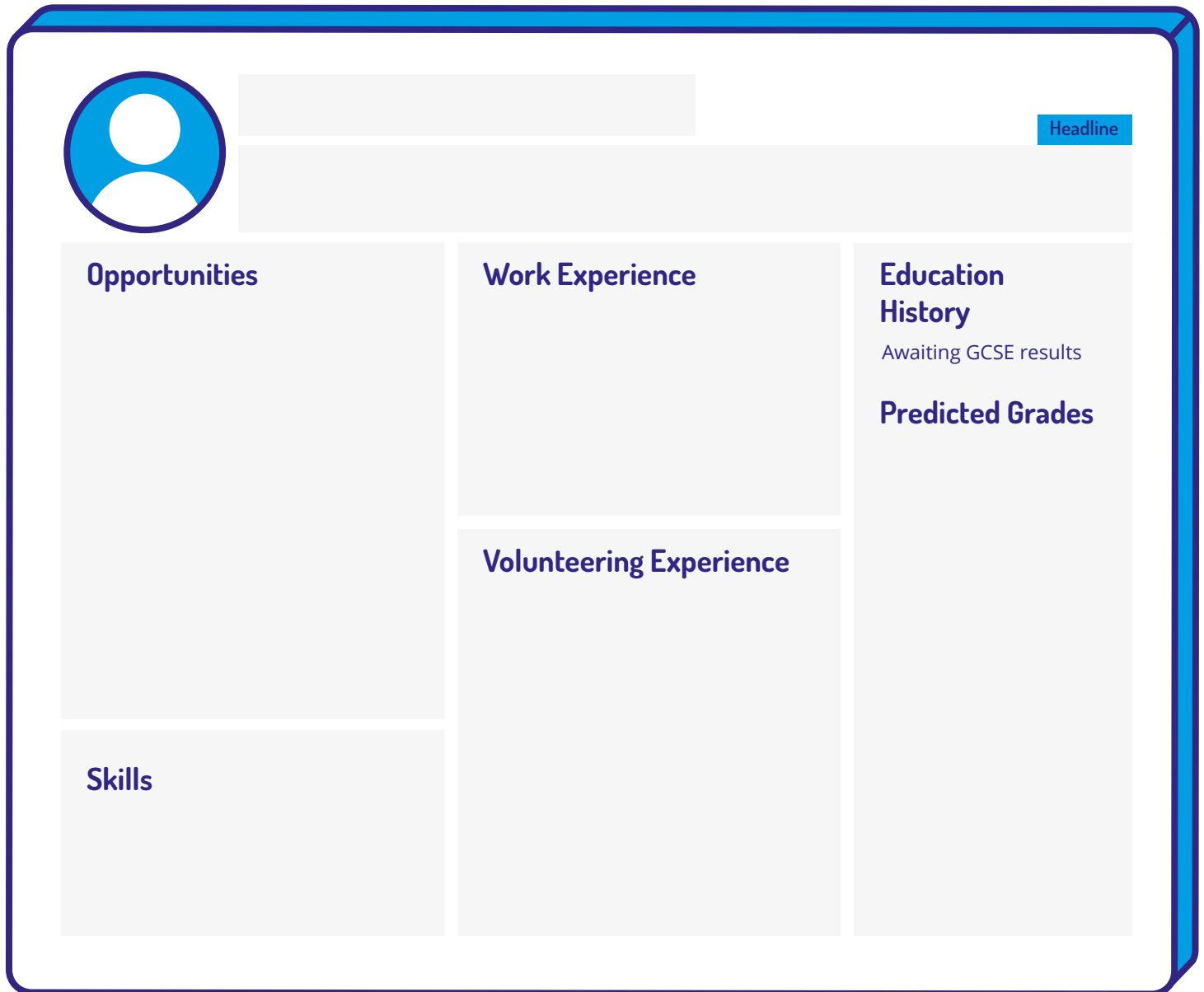
## It's time to create your very own LinkedIn profile!

There are a few easy steps to follow to create the perfect profile:

- **Upload a photo**  
keep it professional, almost like a passport photo (but with a smile!)
- **Create your headline**  
Use your 120 characters to promote who you are, what you do and what you want to be.
- **Write your summary**  
Use this space to tell your story, show what you're passionate about and talk about your goals.
- **Work experience**  
Include any details of work placements or internships.
- **Volunteering experience**  
Let people know about any volunteering opportunities that you've had.
- **Skills**  
You can add up to 50 skills, but don't worry if that seems daunting, 10 skills related to the job you want will work!
- **Education History**  
Make it easy for employers to see what qualifications you have, including GCSEs.

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Imagine that you have finished your exams (these might be GCSEs or A Levels for example) and would like to secure a part-time job. This can be any career that interests you. Using the above advice for each section and the top tips suggestions, create your own LinkedIn profile.



The form is a template for a LinkedIn profile page. It features a profile picture placeholder on the left. To the right of the profile picture is a name field and a headline field. Below these are several sections for user input: Opportunities, Work Experience, Education History (with a sub-section for Predicted Grades), Volunteering Experience, and Skills.

## Top Tip #1

Write in the first person (use 'I').

## Top Tip #2

Use words and phrases linked to your job interest.

## Top Tip #3

Let people know how to contact you.