Creating an effective online presence using LinkedIn

Rebecca Valentine (Careers Service)
Dr Louise Connelly (Institute for Academic Development)
Session outline

• Creating an effective online presence/your digital footprint
• Creating an effective online presence using LinkedIn – some hints and tips (5 things you can do)
• Example LinkedIn profiles
• Further resources/support
• Questions
Managing your digital footprint

What is your digital footprint?
It's the data you leave behind when you go online. It's what you've said, what others have said about you, where you've been, images you're tagged in, personal information, social media profiles and much more…

What does your digital footprint look like to…your friends, future employers, your family?

Competitions, activities, workshops, resources and more can be found at www.ed.ac.uk/iad/digitalfootprint

Twitter: @UoEDigitalFoot #UoEDF
Blog: http://uoedigitalfootprint.wordpress.com/
Facebook: www.facebook.com/uoedigitalfootprint
Email: iad.digitalfootprint@ed.ac.uk
LinkedIn: Tips for creating an effective online presence

5 things you can do:

#1 – Improving your profile by:

• Having a professional photo (10% more likely to be found than if you don’t have a photo)

• Include your name without any title or qualifications (improves your chances of being found via a search)

• Adding a short summary statement (like an elevator pitch)

• Customise your profile url

• Add skills and languages, if relevant (recruiters search on skills/languages)
LinkedIn: Tips for creating an effective online presence

5 things you can do:

#2 – Collect recommendations and endorsements:

• Recommendations – short summaries written by people you have worked with to add depth to your profile e.g. employers or tutors/supervisors

• Endorsements – users click a button to endorse you for a skill – could use co-workers or classmates for this

• List of skills defaults to put skills with most endorsements first but you can re-order this (useful if you’re changing sector)
LinkedIn: Tips for creating an effective online presence

5 things you can do:

#3 – Grow your network

• Start with friends, family, classmates and grow your network from there
• Personalise your requests if you don’t know the person to provide some context
• Think about who you know who has a large number of connections – will grow your network further
• Consider your policy on managing requests to connect with you
LinkedIn: Tips for creating an effective online presence

5 things you can do:

#4 – Use professional groups

• Another way to grow your network
• Access to news and updates on sectors you’re interested in
• Access to information and advice via contacting group members directly or via discussion forums
• Group memberships are visible on your profile – demonstrates a genuine interest
• Open versus closed groups
• Trial and error – some groups are more useful than others
LinkedIn: Tips for creating an effective online presence

5 things you can do:

#5 – Use the UoE alumni tool

• Means of researching alumni career paths, inspiration and ideas for job roles, employers
• Searchable using various criteria including location, employer, skills, subject studied
• Beware! Not verified by the University
Example LinkedIn profiles

Heather Woof

Richard Dryburgh

Caitlyn McKenzie
“People should remember who you are, what you do and what makes you different.”

*Brand You: Turn Your Unique Talents into a Winning Formula*,
John Purkiss & David Royston-Lee (Pearson, 2012: 20-21)
Further help and resources

- **Careers Service website LinkedIn page**
  (Advice on using LinkedIn plus links to Alex Winter profile and other useful resources)
- **https://www.linkedin.com/in/alexrwinter**
  (Alex Winter example student profile)
- **https://students.linkedin.com/uk**
  (Includes useful tip sheets and video clips)
- Students and recent grads official LinkedIn Group
- Appointments for LinkedIn profile feedback (book in MyCareerHub)
- LinkedIn: Putting Your Profile to work (Monday 2\textsuperscript{nd} November @KB, Tuesday 10\textsuperscript{th} November & Friday 13\textsuperscript{th} November @central campus)