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How useful is LinkedIn for my job search? What should I put on my profile?

LinkedIn is an amazing professional networking tool which is used extensively by recruitment consultants and in house recruiters to advertise and search to source relevant talent for vacancies.

- ◆ You can use it to search for:
- ◆ Jobs
- ◆ Recruiters in your market
- ◆ Companies you would like to work for
- ◆ Contacts at those companies

It is a massively useful tool in your job search. You must also bear in mind that your LinkedIn profile is an extension of your CV that is on public view. It is an opportunity to represent yourself in the best light – even sell yourself. Not only will potential employers look at your profile – so will clients, colleagues, competitors and many more! Key points to apply when setting up or reviewing your profile:

- ◆ Keep it accurate and true
- ◆ Make sure you have a professional, head shot profile picture
- ◆ Ensure your job title accurately depicts what you do – make sure it isn't vague – for example, put M&A Analyst in FIG team rather than just analyst
- ◆ Put some time into drafting a concise, easy to understand summary of what you do and achievements
- ◆ Add a brief description of what you do or did in each role – include achievements again
- ◆ Add any extras you can – for example, all languages you have
- ◆ Education – put in detail including your degree classification and A Level results – if they are impressive
- ◆ Actively ask people you have worked with and clients to add recommendations for you

Keep it simple, professional and accurate!

