

LinkedIn tips

LinkedIn is a social media platform for professionals which allows you to extend your job search and networking to the online space. It remains a competitive platform as recruiters still use LinkedIn as one of their primary sources of information when screening candidates. In contrast to a CV or resume, LinkedIn provides a more interactive element, where you can use imagery and feature content to embellish your personal brand. LinkedIn's membership is around **810 million users** and is by far the best option and platform for job seekers.

LinkedIn is free to use and can have some powerful benefits to getting your foot in the door. Some of the key features of a LinkedIn free profile are:

LinkedIn free profile features:

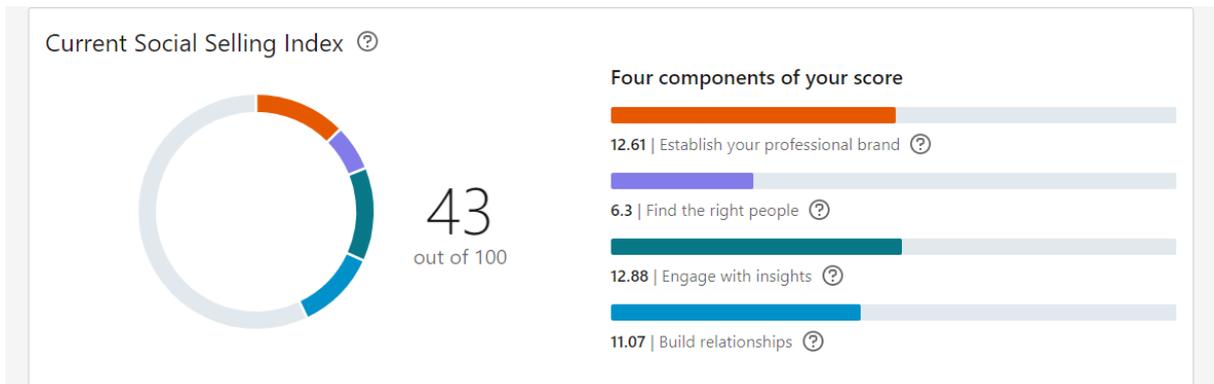
- build your professional identity on the web
- build and maintain a large professional network
- find and reconnect with colleagues and classmates
- request and provide recommendations
- search for and view profiles of other LinkedIn members
- receive unlimited InMail messages
- save up to three searches and get alerts on those searches.

Additional Tips:

- Engage with content as often as possible. However, it is important to engage with relevant content, that is related to your professional field and expertise. This will attract others who are in a similar field to notice you easier.
- To improve your profile, start with the Social Selling Index (SSI): According to LinkedIn data, social selling leaders create 45% more opportunities than peers with lower SSI. This can be impactful for your personal brand, generating leads, or finding new

opportunities in your career. You can check yours here:

<https://www.linkedin.com/sales/ssi>



Establish your professional brand: Complete your profile with the customer in mind. Become a thought-leader by publishing meaningful posts.

Find the right people: Identify better prospects in less time using efficient search and research tools.

Engage with insights: Discover and share conversation-worthy updates to create and grow relationships.

Build relationships: Strengthen your network by finding and establishing trust with decision makers.

- Profile image: For best image quality and fitting, ensure your profile picture for LinkedIn is at least 400 X 400 px. Also, when you click your picture on your profile, you have some settings to consider for how your image is shown. We recommend doing the option of "All LinkedIn Members" or "Public" to allow search engines to find your profile more easily.

Choose who can see your profile photo

- Your connections**
Only people directly connected to you on LinkedIn will be able to see this.
- Your network**
Only people connected up to three degrees away from you will be able to see this.
- All LinkedIn members**
- Public**
People who are not signed in and find you through search engines (e.g. Google, Bing).

Save

- Header image: This may also be referred to as the banner image or wallpaper for your profile. Ensure the image is 1584 px wide by 396 high px (4:1 proportion) for best quality.
- A share is always more "powerful" than a like, but don't forget that your shares will themselves be "liked" so it is often safer to mostly like posts for simple visibility and only share other posts when you have your own commentary to add.
- Experience: Use the STAR method to describe specific situations and projects (the Situation you were in, the Task you had, the Action you took, the positive Result you achieved). **Quantifying** some of your achievements is the best way to prove to recruiters that you have had an impact in the organisations you've worked with. e.g. Responsible for 55% of total revenue as a result of client relations and engagements.
- Connect with recruiters: Don't talk about your needs but write a brief note mentioning that you will be sharing industry specific content and you may be able to help them one day.

For any further questions or tips, please get in contact with us or keep an eye out for our next item in the series on www.objectivaconsulting.co.za