

How to make the most of your online profile



Like it or not, you are far more likely to be successful in securing your next role if the introduction comes through your network. Networking is making links from people we know to people they know, in an organised way, for a specific purpose.

Unless you are out meeting new people every moment of every day, the quickest way to grow your network is through LinkedIn. Here are our top tips

to help you promote your online profile in a way that will help you network to your next opportunity.

1. Your LinkedIn profile is not your resume

Your LinkedIn profile should be considered an introduction, a teaser that proves your value and makes you an appealing connection to someone. Explain your experience and expertise in the same way you would if you were talking to someone.

Also, keep in mind that the latest web research says you only have 5-10 seconds to grab someone's attention online. For this reason, pay particular attention to your opening sentence in your summary profile.

2. Be authentic

Light up your profile with your voice and personality. Don't be afraid to use exciting adjectives and verbs to add flair and life to your profile. Act naturally and don't write in the third person unless the formality suits your personal brand and the position you want.

Also keep in mind that connections and potential employers will be reading your profile on a screen or tablet so write short, sharp sentences in active voice.

3. Write a personal tagline

That line of text under your name is the first thing that a person will see in your profile, and it follows your name in search lists. It's your personal brand positioning statement. For this reason don't put "currently looking for xyz position", or "seeking new opportunities" create a more attention-grabbing phrase that will encourage people to click through and find out more about you.

4. Make your skills known!

Think of the industry knowledge field as your keyword section; it's how people will know what your areas of speciality are. They are also the words that will help your profile show up in searches when connections, recruiters or potential employers search for someone with your expertise.

5. Zone in on your experience

In your experience section briefly give readers an overview of what the company does and what you did/do for them. You want highlights here so think about your key achievements, results and value you provided.

6. Get recommended

You saying you are great at something is one thing, but having others endorse you for them brings a whole different level of credibility. Ask your clients, colleagues and employers (past and present) who can speak about your skills, experience and performance.

You want these endorsements to be meaningful so you may even like them to focus in on one particular skill, trait, value or achievement to bring diversity to your endorsements.

7. Build your connections

The connections you keep reflect the quality of your personal brand, level of experience and even values. Shared mutual connections can build trust and rapport

with new contacts and can also give you a pathway into the networks you want. So in addition to connecting with contacts who may be great connections for you, also look for those who may be able to build your credibility when people come across your profile.

8. Join groups

A great way to share your expertise is to search for groups in any area you have a specific interest. In the drop-down menu, you can search for groups or even create your own.

Imagine it is a “hangout” where you can create further connections with people interested in similar things to yourself.

9. Increase your visibility

LinkedIn is a fantastic resource to help you build on your connections. Every time you share a post, article, connect with someone – it will feature in your connection’s newsfeeds. This alone creates visibility for your profile.