

Making the most of LinkedIn (www.linkedin.com)

LinkedIn is a professional social media platform with 400 million users worldwide.

- **Have a complete LinkedIn profile & a professional photo**
 - Your profile will be similar to your CV. First impressions count! Write your profile in Word first and when it is error free copy it into LinkedIn.
 - Use positive verbs and include your achievements, both academic and work related.
 - Include paid and unpaid roles and if appropriate, a link to your portfolio/show reel or blog.
 - Sample student profile: www.linkedin.com/in/samuelroutledge
 - Sample Teesside University graduate profiles:
 - SAM** – Hristiyan Demerdzhev <http://uk.linkedin.com/in/hdemerdzhev>
 - SSSL** – Michelle Tierney <http://uk.linkedin.com/pub/michelle-tierney/2b/396/ab6>
 - SSE** – Stephen Hornsey <http://uk.linkedin.com/in/stephenhornsey>
 - TUBS** – Craig Duffill <http://uk.linkedin.com/pub/craig-duffill/25/624/1a>
 - SCM** – Andrew Simpson: <http://uk.linkedin.com/in/andysimmo>
- **Research people who have completed a similar degree course**
 - Use the **Advanced** tab to carry out a **People** search to find others with a similar degree.
 - Look at their profiles. Find out how they started their careers and what groups they have joined.
- **Develop your network – join groups and take part in discussions**
 - If you want to find good groups to join, look at the groups people in your professional area have joined. Take a look at the members of the groups you are part of already. Scroll to the end of the profile of any person in that group and see what other groups they have joined.
 - Here are some groups attached to Teesside University: [Teesside University Careers Service](#), [Teesside University Alumni](#) (students can join it), [Criminal Justice, Policing and Crime Investigation Student and Employer Network](#), [Animex](#), [ExpoTees](#).
 - **Extend your network** by sending invitations to friends, fellow students & contacts (past colleagues from placements, part-time jobs, volunteering & internships).
- **Ask for recommendations** from employers (past and current), team leaders, supervisors and/or fellow colleagues.
- **Search for jobs** using the **Advanced** tab:

<p>People Jobs</p> <p>Keywords <input type="text"/></p> <p>Company <input type="text"/></p> <p>Title <input type="text"/></p>	<p>Advanced Jobs Search</p> <p>Relationship</p> <p><input type="checkbox"/> 1st Connections</p> <p><input type="checkbox"/> 2nd Connections</p> <p><input type="checkbox"/> 3rd + Everyone Else</p> <p>Company <input type="text"/></p> <p>Location <input type="text"/></p>	<p>Carry out a job search using key words, save the search & set up a daily or weekly alert for similar jobs.</p> <p>Note – lots of recruitment agencies use LinkedIn</p>
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- **Keep your network warm** by endorsing the skills of others but only if you genuinely know they are competent in that area.

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