Did you know that 90% of employers check out potential employees on social media? Having a professional profile online can therefore make a difference in landing a job!

An easy place to create such profile is LinkedIn (www.linkedin.com).

What is LinkedIn and how does it work?
LinkedIn is a social networking site that you can use to create a professional profile, look for work and connect with others.

Like other social media, you can join LinkedIn and post items for free (or you can pay for a premium version—but we’re not suggesting you do!).

Who uses it and why?
In 2015, LinkedIn has over 300 million users worldwide, including more than 6 million in Australia.

Businesses use it for recruiting. And you can use it to:

- Create a professional profile;
- Research jobs, people and companies;
- Connect with individuals, groups and organisations; and
- Share ideas and advice with others who have similar interests.

How can you create a profile?
Creating a profile is easy! Grab your resumé if you have one, and then walk through the simple steps online.

For a profile that gets noticed, include a:

Photo: Make it clear and professional.

Headline: Convey your excitement and give people a reason to connect with you! Include your job, career goal or preferred industry.

Keep your Headline short and snappy: 10 words or less!

Summary: Stick to about 3-5 paragraphs. Focus on key goals, skills, experience and interests.

Customise your URL in edit mode. Try to get your first and last names all in one word. Include this in your email signature and business card.

Background: Beef up your profile. Add your education, skills and experience. Remember to include volunteer work, honours and awards!
How can you make the most of your LinkedIn profile?

Of course, developing a LinkedIn profile is one thing; using it to help you build skills and connections, and find jobs is another! So once you’ve developed your profile:

- **Make connections**—Invite other students and alumni to connect with you. Invite work colleagues and managers. Invite professionals in your desired field. Make sure you include a personal message in your invitations.
- **Build relationships**—Join groups linked to your professional interests. Ask others for advice. And help them out when you can!
- **Research companies and jobs**—Follow companies you’re interested in, look at the career paths they offer and search for upcoming jobs.

Where can you get more information and advice about using LinkedIn?

Here are three places to start:

1. **Login to the UWA CareerHub** ([www.careers.uwa.edu.au](http://www.careers.uwa.edu.au)) to enrol for a LinkedIn workshop. And while you’re there, browse through our resources and job listings!
2. **Make an appointment** with an Adviser from the Careers Centre to review your LinkedIn profile. Call UWA Support Services on 6488 2258.
3. **Explore these websites**:
   - [Student Jobs 101](https://students.linkedin.com)
   - [LinkedIn for Students](https://university.linkedin.com/linkedin-for-students)
   - [The 31 Best LinkedIn Profile Tips](http://time.com/3654325/31-linkedin-profile-tips)

For a brilliant career, keep building your communication skills!

In all professions, employers want you to have excellent communication skills.

The good news is that UWA makes it easy to develop skills in written communication, public speaking, English language and job interview techniques on campus. Improve your:

- **Academic writing, English language and oral communication skills** through STUDYSmarter ([www.studysmarter.uwa.edu.au](http://www.studysmarter.uwa.edu.au));
- **Resume writing and interview skills** through the Careers Centre ([www.careers.uwa.edu.au](http://www.careers.uwa.edu.au)); and
- **Public speaking and leadership skills** through the UWA Toastmasters Club ([www.student.uwa.edu.au/1861562](http://www.student.uwa.edu.au/1861562)).

Any suggestions?

We’d love to hear from you at study.smarter@uwa.edu.au or careerscentre@uwa.edu.au

This resource was developed by the STUDYSmarter and Careers Centre teams for UWA students. When using our resources, please retain them in their original form with the UWA logo.