



APEX RECRUITMENT SERVICES

Top LinkedIn Tips

LinkedIn has grown exponentially in the last few years alone and today it plays a huge role in the world of job hunting and recruiting. We have sourced several successful candidates from LinkedIn, but what was it that draws us to someone's profile?

Your LinkedIn could be the making of your career, but it could also be your biggest enemy if you have not taken the time over it. This article will run through our top tips for getting the most out of your LinkedIn profile when looking for jobs.

- **A picture paints a thousand words**

The issue that some people have with LinkedIn is that they either treat it as another version of Facebook or a dating site. Your picture should be professional and appropriate, so when a potential employer sees it they can imagine you working within their company. Make sure the picture is high quality and that it's taken from a reasonable distance and remember that a 'selfie' is not a professional picture! Equally, don't leave the picture off your profile all together. It's all well and good to have an excellent career background written down but employers hire people, not a CV.

- **If you're looking for work, say so**

Your tag line is a chance for you to grab the reader's attention and lure them to your page. Personally, as a recruiter, I will always look at a profile if I see the words 'Looking for new opportunities'

- **Join the right groups**

So if you are looking for a career in engineering for example, join the engineering groups and actively participate in discussions. It's a good way to keep up to date with relevant industry news and recruiters will quite often search for candidates using these groups.

- **Make sure you've ticked all the boxes**

The more content and information you have on your profile, the more likely you are to come up on a search. Use key words and skills that will act as 'buzz words' for potential employers.

- **Recommendations**

This is a great chance for others to see how you work in a team or as a team leader without having to ask for references. And remember who you want giving you references. It's fine to have your friends telling everyone how great you are, but the best recommendations will be from senior colleagues and previous bosses.

- **IT'S NOT FACEBOOK**

When you are posting a status, remember where you are. Save anything that is a little risqué for your personal social media sites, but LinkedIn should be kept strictly professional. Post insightful articles and give your opinion, showing you are capable of original thoughts and ideas. Also, don't post a new status every hour (unless you're looking to go in to PR and Marketing). People will very quickly get bored of you and you may find yourself losing a few connections, plus it begs the question of how you have that much time to be spending on LinkedIn!

- **Make connections**

The more connections you have, the more you will be seen. It's as simple as that.

- **Be Personable**

Whilst you need to be professional, you also need to show some personality. As previously mentioned, employers hire people, not CV's. Use the 1st person and let people know what makes you tick and what your values are. You may be in luck when an employer with the exact same interests comes across your page.