

# LINKEDIN & THE IMPORTANCE OF AN ONLINE PRESENCE

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Tips and advice for job seekers and  
professionals alike.

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# introduction

Social media is now a part of life. It's not just a place for celebs, brands and seeing what your friends and family are getting up to. There are corners of the internet dedicated to professionals.

So what should you be aware of, be on the ball with and knowledgeable about?

Managing Director Chris, runs you through his guidance from a employer/recruiters perspective.



# The pro's of social media

- You can use it to proactively search for your next move.
  - For example LinkedIn is not only filled with professionals of all levels and industries you are able to connect and communicate with, but it also has a built in job board. Your profile is a CV. It all links up.
- It allows prospective employers to find you.
  - If you regularly update your LinkedIn and engage with your network, they can not only get to know you as a person (passions, interests etc.) but also access your experience and skills.
- It gives thought leading information, which may help you to target your search.
  - The professionals and organisations that use social media sites provide value through insight and industry know-how. Most, for free!
- It enables networking (find old colleagues, Institute / Industry events / LinkedIn Groups).
  - Everything is online now, so having an online presence is very important.



# However

If you don't use it properly or sensibly, there are pitfalls:

**LinkedIn:** have a good profile or none at all. LinkedIn is the work version of Facebook except your profile is open to everyone.

**Facebook:** employers do look through your profile when you apply for jobs so make sure your settings and content are appropriate.

**Twitter:** make sure that old Tweets are not controversial.

Remember: Once it's on the net, it's publicly accessible and not as easy to hide as you may think!

Social media can make it look like there is a more buoyant market than there really is, as postings don't always fall off the web. Talk to people in your field. Talk to recruiters. Find out yourself and don't just rely on adverts.



# LINKEDIN

It's technically a digital business and employment orientated service. Over 930 Million users in more than 200 countries and territories globally.

Its used;

- by individuals ( pretty much a virtual CV )
- by influencers as a channel to voice opinions and thought leadership
- by businesses as a social media, job board platform and head-hunting tool.
- by recruiters for sourcing and identification of professionals, as a social media platform and a job board.

Its very important to be on top of your LinkedIn profile as its where the majority of pre hiring and head-hunting searches happen.



# LinkedIn continued – Your photo

Some new connections will not even accept you without a photo and you are 7x more likely to be viewed with one than without. A photograph humanises your profile and makes you appear more approachable.

- Profile photos appear as small thumbnails on LinkedIn, your photo should only be of your head, neck, and possibly the top of your shoulders.
- Ensure its high enough resolution and not pixelated.
- Dress as you would for work. LinkedIn is a professional career and business platform, make sure that your photo shows you in a manner appropriate for your field.
- Use a current picture so people aren't surprised when they meet you in person. It's strange to be introduced to someone in person who looks 20 years older than their online photos!
- Try and use the same photo across all professional networking sites – this will make you more recognisable.



# The banner image

What do you put as your banner image? Here are some ideas...

- Company branded – if you work for a business you are particularly proud of, or work in sales you may choose to just use your company branding as your banner.
- Hobbies – e.g. a completed marathon or you at the top of a mountain.
- Public Speaking – If you speak at company or industrial events, showing yourself on stage speaking could be an effective banner.
- The town, city or location you love – A well taken location photo works well as a banner.

If you provide a service / have your own business, another angle to take would be to advertise who you are and what you provide. Tell people exactly what you do so they know who you are just from the top of your profile. It can help with inbound communications.



# The headline

A LinkedIn headline is the section at the top of a user's profile where they can describe what they do. This brief description appears next to the user's name in search results. It should entice readers to click the profile to learn more about the user's experience and background.

- Tailor to your audience: Always use a recognisable job title, not necessarily your exact one. You want your audience to understand what you actually are.
- Include a value proposition: Try and have a few words that sell what you can do. Phrases like 'commercially focused', 'Technical', 'Value added', 'Cost Saving'.
- Don't over sell: You want to appear human, avoid words / phrases such as 'top performing', 'Superior', 'Best'.



# Personal summary

You personal summary should not be too different from your personal summary on your CV. Short and concise where possible.

Some tips:

- Make your summary around 3-5 short paragraphs.
- Incorporate bullet points.
- Highlight your key skills and qualifications.
- Make it achievement driven.
- Mention industries you have worked in.
- Show your work passions.



# Work history

- Ensure that your employment history is up to date at all times.
- Ensure that job titles are recognisable – recruiters will often search via title.
- Look at the key words in the jobs you are targeting and try and make sure if you have these experiences, they are listed in your career history – recruiters will also search using key words.
- List key achievements in each job.
- In your early career do not write lengthy descriptions, just cover off employer, job title and years unless there are transferrable skills.
- Make sure the dates on LinkedIn are consistent with your CV.



# Recommendations

Recommendations are like testimonials. People trust other people's judgement and like to hear others opinions. It can be helpful when building trust and helping you to create a persona before officially communicating with someone.

- Approach old bosses, colleagues, subordinates, customers and networking partners and ask them to write you a recommendation. Gathering a list from people at different levels and that you have known from different scenarios look good and can differentiate you.
- Try and collect recommendations where and when you can especially from people you really look up to and have a great relationship with.



# Content

LinkedIn lets you add photos, videos, articles, logs and slideshow presentations to your profile summary.

- Instead of just talking about your work, show examples.
- It is useful if you add articles to your profile particularly if they help establish you as a subject matter expert/thought leader.

Get knowledgeable about topics in your industry and of interest to you. Join groups and follow brands. Start writing! People like reading opinion pieces and perspectives and it builds your personal brand.

Be active, comment on posts, engage with conversations. Reach out to people that inspire you and ask them questions, build connections. You'll be a part of the small % of people who utilise LinkedIn and reap the benefits - more visibility.



# CONTACT

If we haven't answered all your questions around LinkedIn, please reach out to us - we're more than happy to advise further and give you as much information as we can to help you in your journey.

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