

Top 10 Tips for LinkedIn

By Kate Rippon

1. Embrace it

It's a fantastic way to make new connections, develop in your career and gain a broader perspective. And it can certainly help find your next job!

2. Complete as much of your profile as you can

Including photo and background image, and avoiding gaps in between your experience. At the same time, you don't need to list every single GCSE grade you ever got

3. Be specific

On the "Open to work" area, include the most relevant job titles for roles you want

4. Be authentic

It's much easier to engage meaningfully and enthusiastically when you're reflecting your genuine passions and interests

5. Engage

On LinkedIn consistently, whether that's posting, reposting, commenting or engaging with other posts

6. Try things out

It doesn't matter about the level of engagement you get, it's most important that you're out there and engaging. What have you read or seen recently that's got you thinking?

7. Reflect

You can reflect your organisation's content (although you don't have to), but add your personal perspective

8. You don't have to accept everyone that invites you to connect

If you're inviting people to connect with you, personalise the approach as much as you can

9. Follow

The key is to follow organisations and individuals you admire and/or would like to work for

10. Celebrate

Remember to celebrate other people's success, as well as your own