



LinkedIn

Did you know [LinkedIn](#) is the world's largest professional network with over 500 million members in 195 countries and territories around the globe? It's not just a platform; it's a game-changer for professionals aiming to boost productivity and success. What's more, LinkedIn is free to join!

University students and recent graduates are LinkedIn's fastest-growing demographic with over 50 million actively engaging. This platform is designed to connect professionals, making it an essential tool for your career journey.

How to use LinkedIn in your job search?

Profile: Your LinkedIn Personal Profile is your digital CV, how you get found on LinkedIn and how you connect with other people. Aim for 100% completion to appear in more searches. Use your CV as a starting point to fill out your profile details. Enhance your Profile by adding elements like files, videos, and presentations. These showcase your expertise make your profile stand out.

Photo: Research shows that Profiles with photos are seven times more likely to be viewed. Choose a professional photo that reflects your career aspirations and use a headline to highlight your goals.

Seek recommendations and endorsements: These will boost the strength of your profile.

Networking: Connect with at least 50 contacts to expand your industry reach. Networking with alumni and potential recruiters can open doors to new opportunities.

Groups: Engage in discussions to broaden your professional circle. This active participation can lead to valuable connections and insights.

Career Intelligence: Use LinkedIn to research career paths and gain company insights. Following companies and joining relevant groups enhances your commercial awareness and boosts your industry knowledge.

Job Search: Access exclusive job listings on LinkedIn's dedicated student jobs portal. This feature helps you find opportunities tailored to your career interests.

LinkedIn Privacy Settings

Adjust privacy settings to control your profile visibility. Remember, unlike Facebook, each time you view a profile or an organisation they receive a notification to show who has been viewing them, so maintain a professional online presence.

By following these tips, you'll establish a professional profile that impresses potential employers. Your online presence is a reflection of your career ambitions.

Ready to take the next step? Update your LinkedIn profile today and start connecting with professionals in your field. Your future career success begins now!

Access LEAP Online at: www.bolton.ac.uk/leaponline