

LINKEDIN, CREATING A PROFILE & BUILDING CONNECTIONS

WHAT IS LINKEDIN?

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career. You can access LinkedIn from a desktop, LinkedIn mobile app, or mobile web experience.

A complete LinkedIn profile can help you connect with opportunities by showcasing your unique professional story through experience, skills, and education.

You can also use LinkedIn to organise offline events, join groups, write articles, post photos and videos, and more.

STARTING A LINKEDIN PROFILE

Head over to –

www.linkedin.com

Click join now, register for an account. Complete all the personal details sections.

Think about your email address, this may be visible on your profile, so make it appropriate!

LinkedIn

Top Content

People

Learning

Jobs

Games

Get the app

Sign in

Join now

Build your professional community and discover new opportunities

Continue with Google

Continue with Microsoft

Sign in with email



LinkedIn

Your next opportunity awaits

Email

Please enter your email address.

Password

Show

☒ Remember me

By clicking Agree & Join or Continue, you agree to the LinkedIn [User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#).

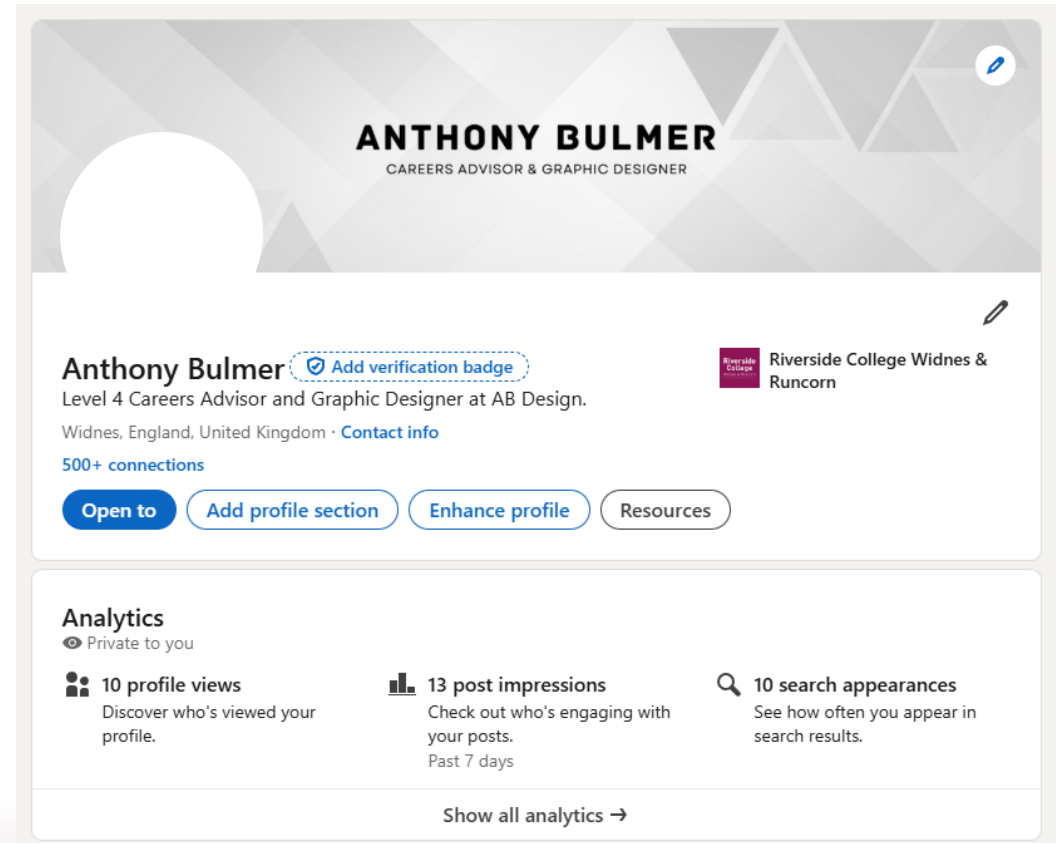
Agree & Join

YOUR PROFILE

Your profile is your online CV. This is a professional representation of you.

This is where you make a professional impression of yourself.

A professional profile picture is advisable, along with an informative banner.



YOUR PROFILE

About Section –

This is where you would construct a short synopsis of your skills, knowledge and experience.

Experience –

This is where you would list your working experience. Either from a job or work experience weeks. Company, job title and length of service.

About

A passionate and driven individual, with a demonstrated history of working in the professional training & education industries. Experienced Careers Adviser holding an IAG Level 4 Qualification. Strong knowledge and experience of Careers, Apprenticeships and Employability.

Experience



Careers Advisor

Riverside College Widnes & Runcorn · Full-time
Dec 2023 - Present · 2 yrs 3 mos
Widnes, England, United Kingdom



Graphic Designer

AB Graphic Design · Freelance
Jun 2020 - Present · 5 yrs 9 mos



Employment & Training Consultant

The Growth Company · Full-time
Jun 2021 - Dec 2023 · 2 yrs 7 mos
Yorkshire



Employment Advisor

Standguide Ltd · Full-time
Oct 2020 - Jun 2021 · 9 mos
Kingston Upon Hull, England, United Kingdom

YOUR PROFILE

Education Section –

This is where you advertise your education. Level 3, A Levels or any other qualifications you have completed.

Skills –

You can list your own skills here, but also connections can endorse skills for you, what they feel you are good at.

Education



Career Connect

Level 4 Information, Advice & Guidance

Jun 2025

+

✎

Skills

Customer Service



2 endorsements

Education



1 endorsement

+

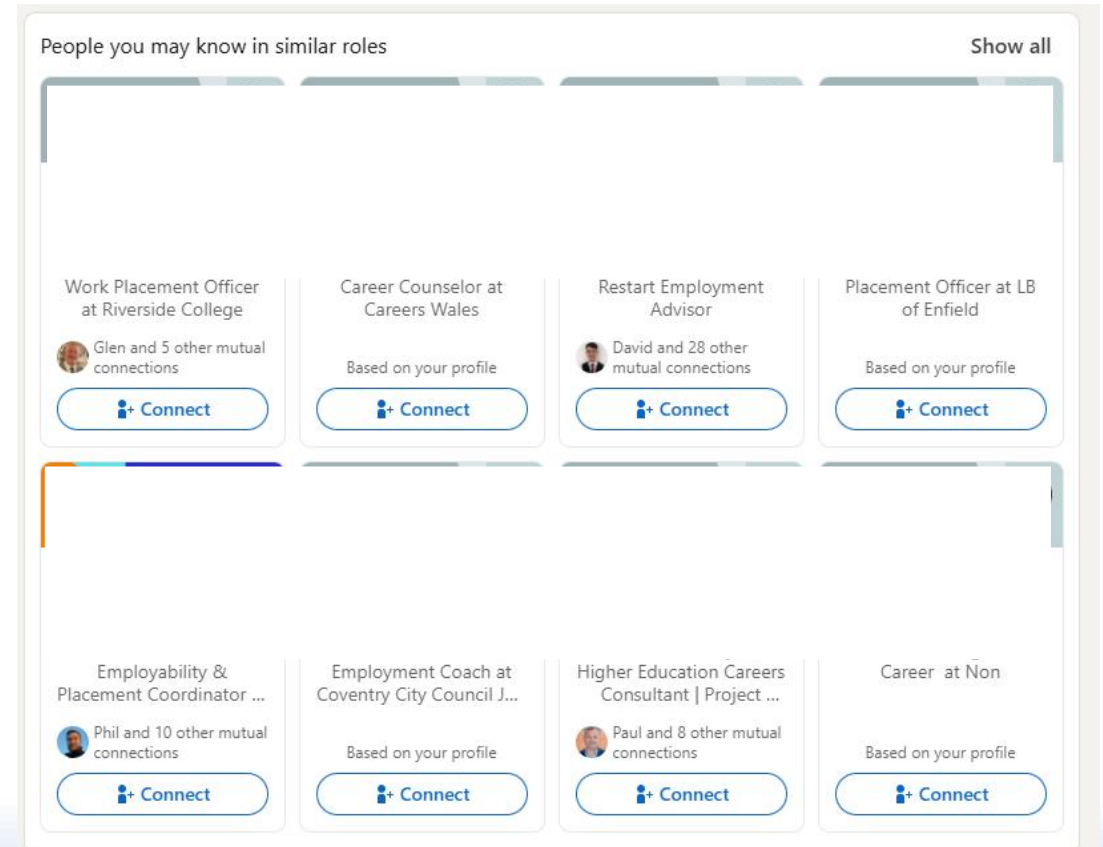
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Show all 7 skills →

BUILDING CONNECTIONS

LinkedIn is very similar to other social media platforms, where you can 'friend, follow or connect'. You can connect with follow professionals, who you can interact, engage and connect with.

Many people use LinkedIn for building professional relationships & networking.

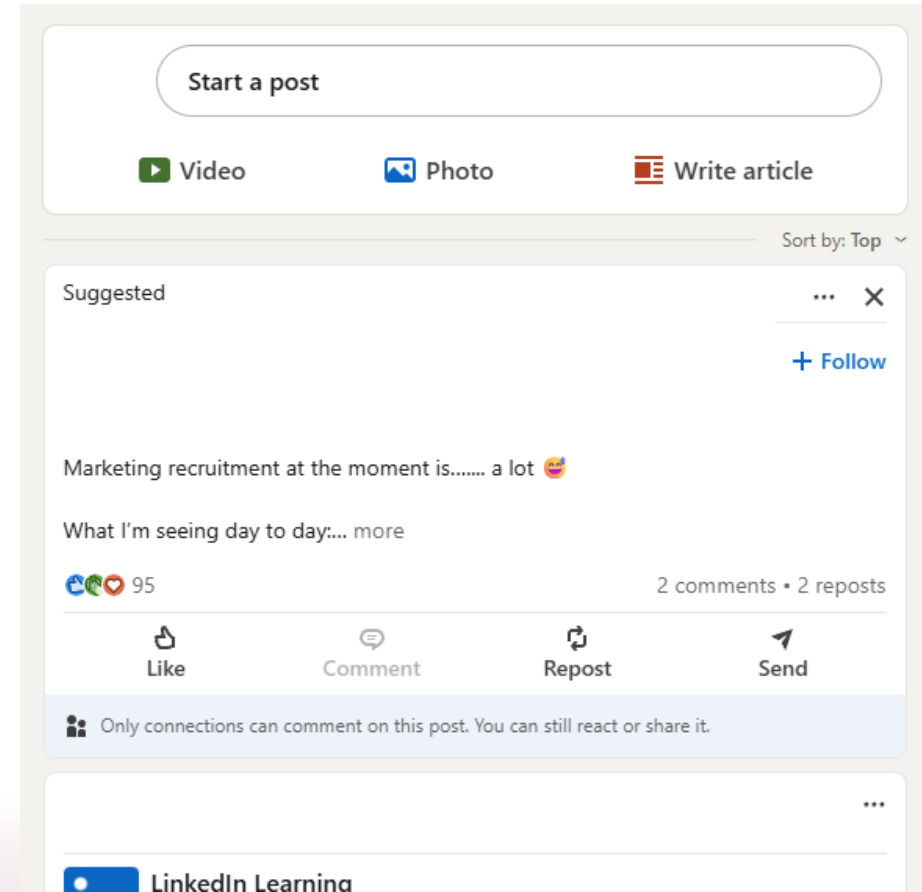


YOUR TIMELINE

This is your professional timeline, you can use this to advertise, ask questions or even share achievements.

Your connections will engage with you. Very similar to other social media platforms. Like, Comment and Repost/Share.

Keep it professional!



DO'S & DON'TS OF LINKEDIN

DO'S

Maintain a LinkedIn profile with a clear picture, summary, and key skills.

Personalize connection requests and explain why you want to connect.

Engage with others' posts by liking, commenting, and sharing valuable insights.

Share relevant and interesting content related to your industry or expertise.

Try to respond promptly and professionally to messages and connection requests.

Provide meaningful recommendations and endorsements based on genuine experiences.

Use LinkedIn for networking, lead generation and career development purposes.

Give credit to original sources when sharing content or ideas from others.

DON'TS

Don't use an unprofessional profile picture or incomplete information.

Don't send generic or spammy connection requests with links to external sources.

Avoid controversial or insensitive comments in discussions.

Don't use an unprofessional profile picture or incomplete information.

Don't use "I don't know this person" without a reason.

Avoid endorsing or recommending without adequate knowledge.

Don't use LinkedIn for casual or personal conversations.

ANY QUESTIONS?

THANK YOU, THE ACE TEAM