

# POLISH YOUR LINKEDIN PROFILE

@aubfutures

## About Section

The "About" section is your opportunity to showcase your personality, skills, and career aspirations to potential employers, recruiters, and professional connections.

It is a summary of who you are, your skills/ expertise and interests, as well as your aspirations and goals.

### tips..

- You can use the first person on your profile e.g. "I"
- Write with your target audience in mind.
- Use keywords within your "About" section that is relevant to the job or industry you are aspiring to.
- Be concise

## Structure!

**Hook:** Remember: only the first 3 lines are visible when a user enters your profile. Engage the reader so they want to click 'See more.'

**Mission:** Why do you do what you do? What is it that inspires/ interests you about it?

**Expertise and Skills:** Highlight skills through your experience - projects, extra curricular etc.

**Accomplishments:** This could be work, placement, extra curricular activity

Add what you're looking for: Connections, a graduate opportunity, collaboration ...

**Call to action:-** this could be 'click the link to my portfolio' or "reach out for collaborations"!

## The Headline

The aim is to grab the attention of recruiters, clients and professionals.

**Be Clear and Concise:** Your headline has limited space, so make every word count. Clearly state who you are and what you aspire to achieve professionally.

**Highlight Your Value Proposition:** Identify your key strengths, skills, and areas of expertise. What sets you apart from others in your field? Highlight what you bring to the table.

**Use Keywords:** Incorporate relevant keywords related to your industry, role, and skills. This will increase the chances of your profile appearing in searches conducted by recruiters.

## Possible Formulas

Current job title | Company | Unique Value  
Current job title | Benefits of working with you |  
Keywords related to your niche Current job title |  
Specialist Skills or tools | Key words  
A short sharp sentence on how you help others

Film Production Graduate | Content Creator |  
Passionate about telling your story through short form video

Costume Designer specialising in authentic Victorian costume for theatre and film |  
MA Historical Costume Arts University Bournemouth

Graphic Designer | Bringing Brands to Life with Eye-Catching Visuals & Compelling Designs 🎨 |  
Specializing in Brand Identity & User Experience

Illustrator specialising in hand drawn, whimsical pattern design | podcast host | creative mentor

## Experience & Volunteering

Don't forget to include details about your work / voluntary, Freelance experience & projects - include key skills you think employers will be interested in. Be sure to upload Media to illustrate work done on projects

## Featured Section

You can "Add a section" to your profile and the "Featured" section is a great place to showcase your work. Add your Portfolio or an achievement or piece of new work you are proud of

## LinkedIn Etiquette

LinkedIn is a professional networking platform, your profile is part of your professional brand

- Be thoughtful about who you connect with - the head of HR may not be the best person - think about the department you want to work with
- Think about why you are connecting with someone - is this to follow up after a talk you attended? is this to gather more information or is it to find out about a particular job role that is being advertised?
- If someone agrees to connect, then follow up with a note, thanking them and then ask your question

## Open the conversation

- Search for AUB Alumni to connect with first
- Don't make your first approach asking for jobs or if they will sponsor a visa - instead ask for tips, advice, a chat over coffee / or zoom!

*"LinkedIn is not about who you know, it's about who knows you."*

John Nemo

## Creating Content

- Update your LinkedIn frequently
- Like other people's posts and comment - people are interested in your opinion but be kind and professional
- Show your new work along with the process
- If you like writing, why not create a blog or newsletter!

## Last words

Remember, networking is about give and take - so if you have the chance to offer something, or connect other people to each other, do so!

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