

LinkedIn: Using LinkedIn to build your profile



LinkedIn is the social media platform for professionals, providing an organised way for you to manage professional relationships.

Why use LinkedIn?

LinkedIn helps you to find previous colleagues, stay in touch with current colleagues, share news, join groups of like-minded people, promote your products and services, recruit for new staff, find a new job or even the ability to market yourself through published articles. Best of all, to use the basics of LinkedIn is free!

LinkedIn facts:

- **450** million users in more than **200** countries
- **2** new members every second
- **8** million users in Australia (approx. **30%** of the population!)
- users are **63%** male, **37%** female

Setting up a LinkedIn Profile

Getting started is easy! Simply visit www.linkedin.com and follow the prompts.

There is a difference between a good profile and a great profile. Follow the tips below to get yourself noticed (in a good way!).

Our top 5 tips for creating a great LinkedIn profile

1. Use your profile photo wisely

While your favourite photo of yourself might feature a mohawk from 20 years ago, this may not be the professional image that you want to project! Don't be scared to show some of your personality, but remember to aim for simple, clear and professional. Check out a [LinkedIn guide](#) to the perfect #workselfie for some inspiration!



2. Create a headline

A strong headline can help people find you quickly. The headline is at the top of your profile and consists of 120 characters. Use these to describe what you do. Don't just list your current title if you think your skills are more marketable.

3. Customise your URL

Did you know that you can customise your profile URL when you update your public profile? You will be allocated on a string of numbers initially but you can update it to include your name: www.linkedin.com/in/yourname. This will look much smarter on your resume or bio. Custom public profile URLs are available on a first come, first served basis so get yours today.

Simply select 'edit your public profile'. From here you will be able to select and edit your URL.

4. Make the most of the space available

Use your LinkedIn profile to showcase everything that doesn't fit on your resume. There's 2,000 characters available under each job title and in your overall summary, use them to showcase what you do!

5. Don't forget to update your profile!

How often you need to update your profile will depend on how regularly you change roles, employers and what you primarily use LinkedIn for. If you are using the platform to market yourself and your work you may want to update it every week or two. As best practice, we think it is best to review your profile at least once a year to keep it up-to-date.



Source: www.equest.com/cartoons/keep-it-current/

Ok, you have a profile. Now what ?

Extend yourself further!

• Consider joining a LinkedIn group

LinkedIn groups are all about building relationships through the conversation about topics and ideas with a two-way dialogue. Groups can be open or closed. A closed group is a great way to build your network of like-minded or local peers.

• Publish

LinkedIn is a platform to market yourself and promote thought leadership.

Content should be short and "snackable" to encourage reading and sharing. 300-400 words is perfect (and easier to produce).

• Connect

When you've got a profile you're ready to show the world, strategically connect with others. Search and invite people into your network.

To post or not to post: that is the question

If you are posting in groups regularly, it can be easy to get carried away and forget that you are posting information on a professional platform. Make the most of your group by using the same etiquette you'd use to interact at a social event or a friend's house.

Here are out top five questions you should ask yourself before posting in a group:

- What are you contributing, and how does it add value?
- Is it relevant, interesting, and/or new?
- Is it relevant to all members? If not, how can you highlight the intended audience?
- Do you need an image or reference to another piece of information?
- If you find yourself disagreeing in a conversation, are the points you raise respectful?

NDP has a number of groups available for members:

- Our main LinkedIn group is open to all members <https://au.linkedin.com/company/national-disability-practitioners>
- Staff employed (or previously employed) by FACS can join NDP's 'ADHC Transition Network' group. Be kept up-to-date with tailored news and network with others who are also transitioning to NGOs. <https://www.linkedin.com/groups/13525202>



**National
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