



# LinkedIn: start at the top

If you're looking for work in the Netherlands, a LinkedIn account is essential. This is the biggest online platform for building your professional network and ensuring your skill set gets seen by others. However, a profile alone is not enough. Here are a few tips on how to get the most out of LinkedIn, starting from creating your profile to active participation.



## First impressions

1

### Headline

First things first: your name and headline. Your name shouldn't be a problem, but you should make sure you have a great headline. It's fine to show some personality. Say what you do, who you are or what you'd like to do.

*marketing ninja looking for an awesome job*

Try to use keywords. You'll be easier to find by recruiters looking for marketers, or ninjas in this case.

2

### Personalize

Look at the URL to your LinkedIn profile. Does it look something like this?  
[linkedin.com/in/blahgarblebla...](https://www.linkedin.com/in/blahgarblebla...)  
You won't even remember that yourself. Time to edit it to include your name.

Click:

Edit link to: [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname)



## Profile picture!

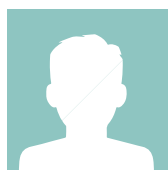
### Do it yourself!

If you think you need a professional photographer to take great photos, you're wrong. It's easy to do it yourself. Here's how.

1

#### PICK A SPOT!

Got a white wall? Use it! Coloured walls are fine too as long as they don't distract. Make sure there is nothing in the background



2

#### KNOW YOUR CAMERA!

You can have the best light, the best pose and smile your brightest...if your camera isn't great it'll be all for nothing. So, use a good camera and not your old iPhone!



# Content

**3** **Education second**

Similar to how you describe your work experience. Tip: list relevant courses and your mark for your Bachelor's or Master's thesis. Also add the PDF version of your thesis to your page.

**4** **Additional courses**

If you followed any additional courses outside your programme that are relevant to your work, list these in your LinkedIn profile and say how they are relevant.

**5** **Be proud!**

You're promoting yourself here. Be humble, but don't be afraid to be proud of what you've achieved. Mention any special awards or achievements.



Mention your achievements!

# Quality time



## Recommendations and skills

**1** **Skills**

You're talented and have studied hard to excel at something. Time to make use of this. Go to Skills and Endorsements and enter keywords. Use the suggested terms.

**2** **Endorse!**

This is a bit of a trading game. Endorse friends and colleagues for their skills and they'll be likely to return the favour. Make sure your top skills are at the top of your list.

**3** **Recommended!**

Ask colleagues and fellow students to recommend you. A few lines describing why it is great working with you is sufficient. Again, etiquette says you should return the favour.



All blocks of information on LinkedIn are customizable. Drag and drop what you think is most important to top spots.



Try to get at least five recommendations. Show that others like to work with you.



# Profile picture

3

## GET DRESSED

Wear something nice and representative!



4

## LET THE SUN SHINE!

Make use of natural sunlight. Don't look into the sun, and definitely don't place your camera opposite to the source of light.



5

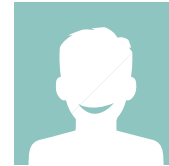
## GET FRAMED

Recruiters want to see you.  
Meaning: your face, not your legs!  
Frame your photo from the chest up.



6

## SMILE!



7

## EDIT

Use Photoshop or a free alternative to edit your photo if needed. Resize to about 600x600 pixels, crop the frame and tweak the lighting. Save as .bmp or .jpg



# Next up: content!



## Experience

1

### Summarize

The summary is an essential part of your profile. Use it to express what drives you as a person, what gets you going and where you want to go in your career and life. This tells others who you are.

2

### First work...

As with your CV, begin with your current job. Write a short description of your job and tasks. Tip: link to the LinkedIn page of the company where you work. Mention projects and the people you worked with on these projects.



# Active participation



## Share your expertise

1

### Groups

Join groups of fellow experts in your field of work. Share your experiences, expertise and any interesting articles. Actively participate and make sure people notice you.

2

### Blog!

If you like to blog, you can easily share your musings with your network. Alternatively, you can write and publish blogs on LinkedIn. Share your thoughts and establish yourself as an expert.