

What is LinkedIn?

LinkedIn is a global professional social networking site with over 930 million members in over 200 countries (source: [LinkedIn](#)) and growing every day. LinkedIn allows members to network with each other for business purposes; whether it is to stay in touch, advertise job opportunities, actively recruit people, recommend members for business, and attract clients to your business or to discuss new ventures. In addition the site allows for groups to be set up where professionals with similar interests can meet online to discuss issues, offer advice and respond to queries.

Create a [LinkedIn](#) account and begin to build your profile. You can also download Apps for Smart Phones and Tablets.

What can I use it for?

You can use LinkedIn for a number of things:

- To find people within your network who work in the industries/sectors you are interested in
- To find people within your network who might be able to support you in your course related projects
- To get recommended by other people to advertise your capabilities
- To outline your profile so that people can see your experience and background
- To join networking groups, such as [The Business School official LinkedIn group](#)
- To find out more about career paths in an industry that appeals to you

Creating your profile:

- **Headline** – is the most important part of your profile. It is the first thing that appears in search results, along with your name and photo. Its purpose is to engage, in 120 characters, a potential contact or recruiter so that they read your profile. Tailor it to your career goals and think about the key phrases/words you want to be found for. Include at least one in your headline. Avoid using MBA/MSc student or your most recent job title.
- **Photo** – should be a professional looking headshot. [LinkedIn](#) members with a photo

receive 21 times more views and 9 times more connection requests.

- **Banner** – a photo here will increase your visibility. Decide what you want to use it for, for example, advertise your brand or highlight your achievements. Its size should be 1584 x 396 pixels
- **Summary** – a summary of your experience, interests and key skills that you wish to highlight to others and where you would like to go in your career.
Tip: frontload keywords and avoid generalisations such as effective, strategic and responsible
- **Create a visual profile** – enhance your profile by visually displaying your talents by adding media, such as videos, photos and music. This is particularly relevant if you are in a creative industry or are interested in joining this sector.
- **Experience** - companies you have worked for, what you did there and when you were employed there. Use this section to further highlight relevant skills to potential employers
- **Skills and endorsements** –check your skill level by taking the quiz and adding badges to your profile to create a list a list of up to 50 skills that can be used as searchable keywords. Connections can also endorse you.
- **Education** – where, what and when you studied
- **Additional information** – use the add profile section to include any honours or awards you have won, list any publications and professional memberships; add volunteering experience. You may also include links to websites and blogs
- **Contact settings** - the information you are interested in people contacting you about, this will be displayed in your public profile
- **Recommendations** – ask members of your network to recommend you, in particular previous work colleagues and clients

Tip – When editing a profile make sure your notifications are switched off during the edit.

Building your network:

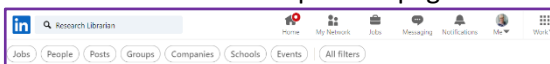
- Invite people you know from your programme, colleagues you used to work with, friends and associates. You can also invite members of the Careers team giving access to their networks. The more people you connect with, the more connections you will have.
Tip: keep an eye on which contacts the people you know add – if you know their contacts then add them to your network too.
- Search for alumni using the [Official Business School LinkedIn page](#). Search by institution, course, graduating year, location, industry and company and use this information to help map your career.
Tip: Use keywords to refine your search.
- Build connections by using the search box to search for people or companies
- Allow LinkedIn to access your email address book or Facebook page to find LinkedIn profiles for your existing contacts
- **Note:** you should only connect with people you know or have a connection with.

Networking on LinkedIn

1. Searching for contacts.

Once you have built your [connections](#) you can begin searching for useful contacts.

- Think about your area(s) of interest and type this into the search box at the top of the page – a list of people with similar interests, job title or industry experience will be displayed along with some current jobs. You can refine your search by using the filter buttons at the top of the page.



- Review the list of names displayed and check whether you are already connected to any of them and how. You can be 1st, 2nd or 3rd degree connection:

- 1st - You are directly connected to this person
- 2nd - You are connected to someone who knows this person or belong to the same group. If you share a connection that person's name will appear under the name in your list
- 3rd – These are connections of your 2nd connections. Look for the connect button next to their name in the list
- Read the notifications to find out what contacts in your network are doing. Use this information to comment on how people are doing. Little and often is best as Networking is about speaking to people throughout the year, not just once.

2. [Connecting with people.](#)

If you are connected through another person, the easiest way is for you to ask that person to put you in touch. To do this you click on the name of the person you wish to connect to and on the right hand side menu bar scroll down to how you are connected and ask one of your connections to introduce you. You can also message people directly through LinkedIn if you are both members of the same group. For example, you can contact some alumni directly through the [Official Business School](#) group. Premium account holders can also connect using [InMail](#).

Tip: when sending an invitation to connect, add a short personal note. You are more likely to succeed in connecting with that person.

How can I use LinkedIn?

Now you have created a network of connections what else can you do on LinkedIn?

1. [Researching career paths and companies](#) -

even if you don't want to contact the person you can still learn a lot by reading their profile. You can look at the steps they have taken in their career to get where they are.

Tip: view contacts anonymously. At the top of the page click on Me>Account>settings & privacy>Visibility>Profile viewing options

Using LinkedIn

2. **Search and follow companies** - use the search box to find a company. Click on the company name to access their LinkedIn page. Here you will find information about the company, a list of employees who are already connected to you, recent updates and jobs. Click on the 'follow' button to keep up to date with the company.
3. **Use Groups** - join relevant groups to keep up to date with your industry sector, become involved in discussions, look for jobs and develop your professional network. Use the search tab at the top of the page to find relevant groups.
4. **Tip:** if you click on a jobs board within a group and it is empty, LinkedIn (based on your profile and the group) will offer a selection of jobs from elsewhere that you may be interested in too.
5. **Find a job** – LinkedIn has a jobs board and many roles are advertised here that aren't advertised elsewhere. It also usefully tells you whether you are connected to the person posting the job, or anyone else within that organisation who might be able to refer you or give you further insight into the role or company. LinkedIn will also alert you to jobs that might be of interest to you based on your profile. Refer to [LinkedIn for Students](#) for more advice, tips and information.
6. **Post and comment** - post and share articles that are relevant to your network; add images; keep headlines to 40-49 characters; comment and react to other people's posts and remember to post articles you have written. The more active you are on LinkedIn the higher you will appear in searches
7. **Social Media** – LinkedIn can be linked to other social media, for example, Facebook and Twitter accounts. Tweeting is a popular way for employers to interact with potential candidates.

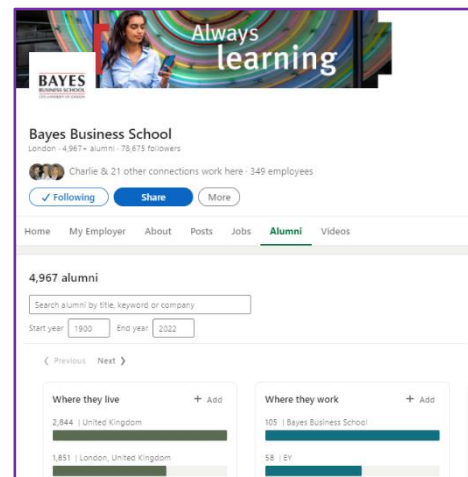
How do I find out more?

Refer to the LinkedIn's advice on [editing your profile](#) and our [Additional resources](#).

Search for Bayes Alumni on LinkedIn

To search for Bayes Alumni, go to the [Bayes Business School](#) page and click on the "Alumni" link. You can then search for alumni by course, location, employer and function.

Following the name change from Cass Business School to Bayes Business School in September 2021 a new School page was created by LinkedIn. To widen your alumni search you can also use the [Cass Business School](#) page as part of your research.



You can search for alumni from your previous university in the same way.

Tip: once you have filtered by location, e.g. United Kingdom, you can use the search box to search by specific job title/role/company/sector.

Additional Resources:

- [LinkedIn cheat sheet](#) - JobInsiders
- [Finding Alumni on LinkedIn](#), LinkedIn Learning (current students have access to LinkedIn Learning while at [Bayes](#))
- [New updates to look for on LinkedIn in 2023](#) – LinkedIn Pulse
- [Top LinkedIn profile tips for networking in our hybrid world](#) – LinkedIn Pulse
- [20 steps to a better LinkedIn profile in 2023](#) – Business. LinkedIn
- [Graduate guide to creating the perfect LinkedIn profile](#) – TargetJobs
- [How do I create a good LinkedIn profile?](#) – LinkedIn Help

Using LinkedIn

- [How to post on LinkedIn: 10 tips from analysing 3000 posts](#) – Okdork.com
- [5 Ways to update your LinkedIn profile for a career change](#), Forbes
- [How to write the perfect LinkedIn headline](#), Top Dog
- [Manage your public profile information](#), LinkedIn Help.