

**GET CONNECTED
WITH LINKEDIN.**

WORK CONNECT
careers.govt.nz/workconnect

Tertiary Education
Commission
Te Amorangi Mātauranga Matua



Introduction to LinkedIn

LinkedIn is a professional online network designed for business and employment purposes. Like Facebook, LinkedIn allows users to create their own profile about themselves and connect with other people.

However, there is a major difference between the two social media platforms.

- Facebook is about communicating your daily activities and connecting with friends and family.
- LinkedIn is a professional network about communicating your knowledge, skills and career interests to connect you with other professionals in a particular industry.

Why join LinkedIn?

- One in four people in New Zealand are on LinkedIn (2015), which makes it a good opportunity for networking.
- 66% of recruiters in New Zealand use LinkedIn in their recruitment process (2015).

What are the benefits of having a LinkedIn profile?

- You can control your professional brand. Ideally, if someone searches for you online your LinkedIn profile is the first link that comes up.
- You can easily let recruiters across New Zealand know you are looking for work.
- LinkedIn enables you to connect with professionals in your field in New Zealand and internationally.
- You gain access to a broader network of people than you would normally meet in your everyday activities.

Sources:

- Seth James Heynes, 'LinkedIn for Personnel Recruitment and Selection: A New Zealand perspective (Thesis, Master of Applied Psychology)', 2015.
- LinkedIn, 'Profile Strength', December 2018, (www.linkedin.com).
- Sandra Long, 'LinkedIn for Personal Branding: The Ultimate Guide', 2016.
- Wersm, 'Top LinkedIn Facts and Stats', December 2018, (www.wersm.com).
- Oliver Schinkten, 'Course- Learning LinkedIn' LinkedIn Corporation 2019, www.linkedin.com/learning/learning-linkedin-3/

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LinkedIn tips

Profile photo: Professional and clear so people can recognise you.

- Headshot only
- Smile
- Wear professional business attire
- Have a plain background

Headline:

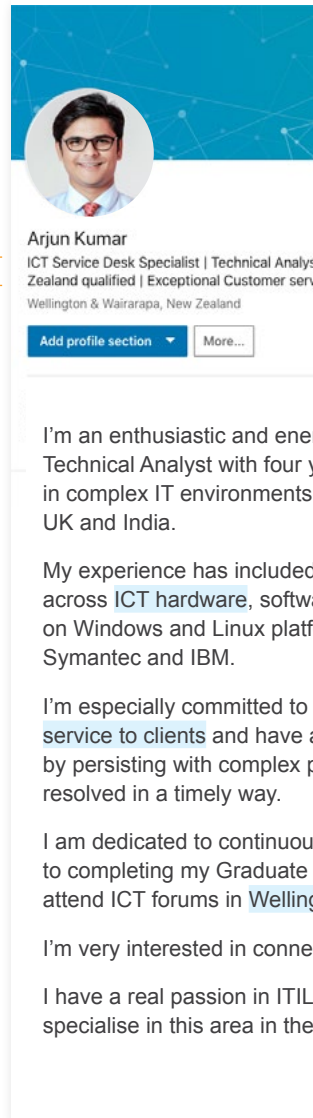
- May include: titles of jobs you are looking for, what you're studying, status of your study, your current position, a skill or attribute you're proud of.

Examples:

- > Marketing student | Graduating 2019 | Teamwork focused | New Zealand work experience
- > Office and project administrator | Customer service focused | Word and Excel specialist

Location: Current location – not where you came from.

Keywords: Keywords will help make you more visible in search results. Look at other people in your field and their accounts to see what keywords they're using. Use a site like Google Trends and constantly be on the look out for keywords.



Arjun Kumar
ICT Service Desk Specialist | Technical Analyst
New Zealand qualified | Exceptional Customer service
Wellington & Wairarapa, New Zealand

[Add profile section](#) [More...](#)

I'm an enthusiastic and energetic Technical Analyst with four years of experience in complex IT environments across the UK and India.

My experience has included working on Windows and Linux platforms, Symantec and IBM.

I'm especially committed to providing excellent service to clients and have achieved this by persisting with complex problems resolved in a timely way.




I am dedicated to continuous learning and attending ICT forums in Wellington.

I'm very interested in connecting with others in the industry.

I have a real passion in ITIL and specialise in this area in the...



Edit pen, continue to add to your profile → 

-  Burger King®
-  Delhi University
-  See contact info

Strategic Service Desk/
10 years of experience working
servicing clients in USA,

Responding to incidents
are and networking systems
forms through my roles at

providing an exceptional
always gone the extra mile
problems to ensure they are

Learning and, in addition
Diploma in IT, I regularly
Wellington, New Zealand.

Working with ICT professionals.

and would be keen to
future.

Edit pen: Your profile should be evolving, edit and update your profile when you do something new.

Focus on your key skills, experiences and accomplishments, and put other details in the later sections.

Summary: Impress recruiters and employers with a brief overview.

- Your summary serves as a description of who you are, what you've experienced and achieved and what you're aiming for. It should also tell a story of you as a person and what you're interested in and passionate about. It's an opportunity to share your aspirations, explain how you can provide value and show some personality.
- Make sure all the information you include in the summary is relevant to the New Zealand job market.
- Check your grammar and spelling.
- **Passion:** Show what you are passionate about in relation to what you've studied or your desired job, for example, working with data, helping people, and creating content.
- **Experience:** Write about your work experience relevant to the field you want to work in. Include information on relevant full time, part time, or voluntary roles, projects and university activities (if you're an international student).
- **Skills and endorsements:** Focus on the skills that are sought after in the jobs you're applying for. Skills can be listed or written in a paragraph. Focus on the attributes that are valued in New Zealand. Attributes are the qualities that help you do your job, such as enthusiasm, patience, and a can-do attitude.
- **Future goal:** This could be your desired job or what you're looking for in your career. Make sure it's relevant to the New Zealand job market.

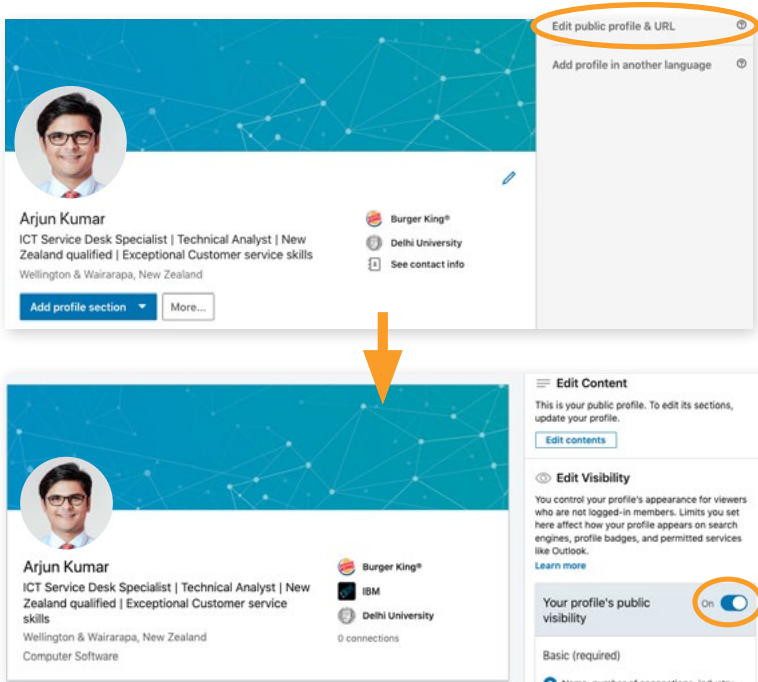
Improve your chances of being found online

Have a complete profile

According to LinkedIn, a profile with all the main sections included (profile picture, headline, location, summary, skills, experience, education and connections) is 27 times more likely to be found in recruiter searches.

Make your profile public

- From **your profile**: Edit public profile & URL
 - > Edit visibility



Update your experience and education

Click on the edit pen icon to update your experience.

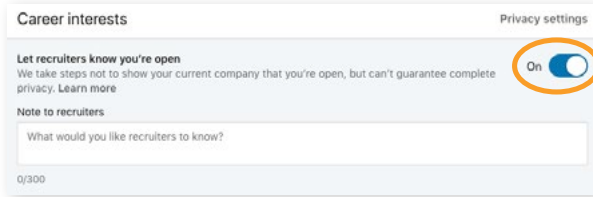
The screenshot shows a form titled "Add experience" with a close button (X) in the top right corner. The form contains the following fields and options:

- Title ***: Text input field with "Ex: Manager" as a placeholder.
- Company ***: Text input field with "Ex: Microsoft" as a placeholder.
- Location**: Text input field with "Ex: London, United Kingdom" as a placeholder.
- I am currently working in this role**
- Start Date ***: Two dropdown menus for "Month" and "Year", with a "Present" label to the right.
- Update my industry**
- Update my headline**
- Headline ***: Text input field containing "ICT Service Desk Specialist | Technical Analyst | New Zealand qualified | Exceptional Customer service skills".
- Description**: Large text area for a detailed description.
- Media**: Section with the text "Add or link to external documents, photos, sites, videos, and presentations." and two buttons: "Upload" and "Link".
- Supported formats**: A link icon and text "Supported formats".
- Share with network**: A toggle switch set to "Off" with the text "If enabled, your network may be notified of job changes, education changes, and work anniversaries. [Learn what's shared](#)".
- Save**: A blue button in the bottom right corner.

- It is important to enter your accomplishments. Do not copy and paste from your job description, use words from your CV instead.
- Focus on some of the highlights, or the wins that you've had, so that it's a compelling reason to take a second look at the rest of your profile.
- Elaborate using bullet points and give specifics showing what you have achieved.

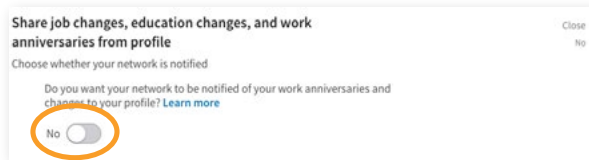
Modify your career interest

- See Your **Dashboard > Career Interest**,
- Or go to **Setting & privacy > Privacy > Let recruiters know you're open to opportunities > Update**

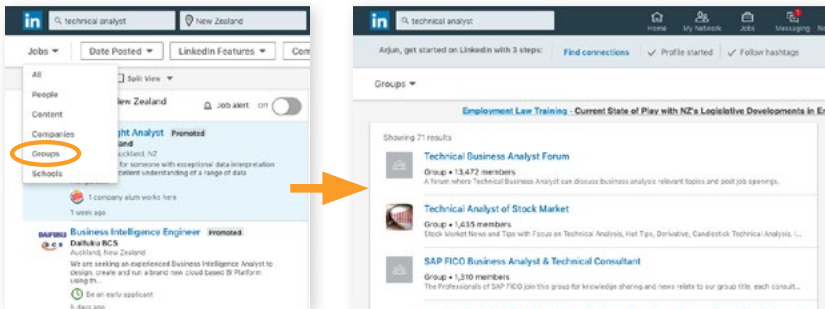


Be active

- Update your profile regularly by adding new experiences and skills.
- Avoid spamming your network by turning off the notifications of these updates.
 - > **Setting & privacy > Privacy > Sharing profile edit**

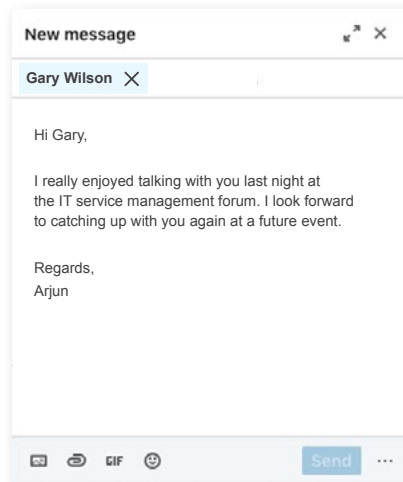
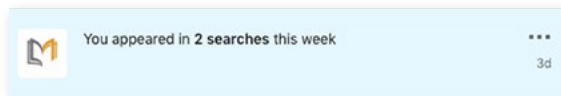


- Comment and like posts, keep the comments positive and professional.
- Join groups relevant to your industry. Find these by using the search bar.
 - > type keywords in the search bar > **press "Enter"** > **More > Groups**



Expand your connections

- Ask people you know through work or study to connect with you on LinkedIn. They could include previous work colleagues, managers and people you've studied with.
- Once you're familiar with LinkedIn, consider connecting with people you've only met briefly by sending them a customised note introducing yourself. They could be people you've met at a networking event, or social event if they work in the same industry.
- If you want to connect with someone you don't know who works in your industry, spend more time customising your message to them. Because you don't have an established relationship, you need to convince them that connecting with you will be worthwhile.
- Consider connecting with people who have viewed your profile.
- If someone hasn't responded to your request to connect, don't chase them.



Ways to increase your chances of being contacted

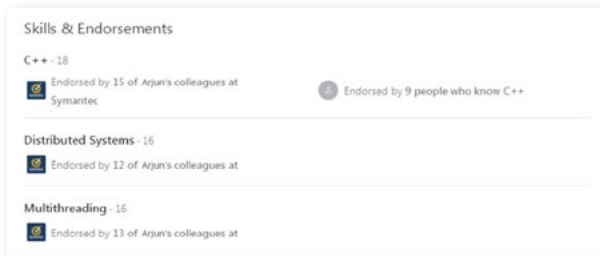
Tell a story

Your profile should reflect how you've changed over time.

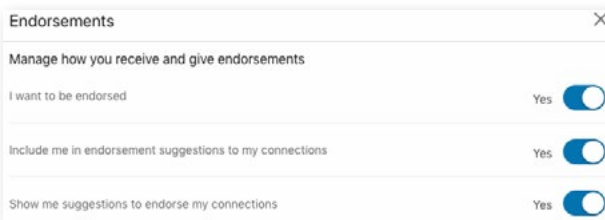
- For each work experience, qualification and accomplishment, include a short description of the organisation you worked for, your role and what you accomplished.
- All parts and sections (headline, summary, experience, skills and background image) should create a consistent and clear representation about your personality and values.

Get your skills endorsed

- Ask people for their endorsements after they've worked with you, and you've also endorsed their skills.
- Endorse the skills of other people often. These endorsements should be real – you do know them, and they do possess those skills.



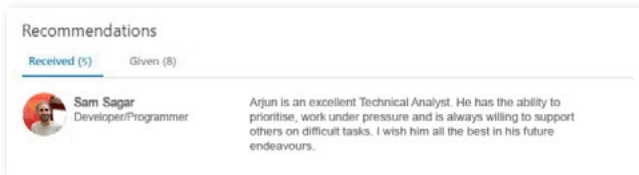
- You can manage how you receive and give endorsements by changing the settings. This way your connections will be automatically prompted.



Ask for recommendations

Ask your connections for a recommendation, which is a personal testimonial written about someone, their skills and abilities.

- Choose people who know you well, such as co-workers, colleagues and managers.
- Ask them at the right time such as after you've finished a successful project with them.
- Make it easy for them. Send them the link and give them some ideas on what to write.
- Send them a thank you note afterwards.
- Write recommendations for other people.



Add more diversity to your accomplishments

As well as certificates, honours and awards, you can add any courses and projects you have completed.



Ask for feedback

Get feedback about your profile from other professionals on LinkedIn.

Adjust your skills

- Find some job descriptions you like using the search bar
 - > Click on the search bar > **Jobs** > Type the keywords > **Press "Enter"** > Click on the jobs
- Match your skills to these job descriptions, and use this as a guide to adjust your skills to match the jobs you want to do.

The screenshot shows a LinkedIn job posting for a **Technical Support Analyst** at **Payment Express** in **Auckland, New Zealand**. The job was posted 3 weeks ago and has over 200 applicants. The job description includes key objectives and a list of skills that the candidate matches. The skills listed are Analytical Skills, Technical Support, Teamwork, Communication, High degree of initiative, and Problem Solving.

Technical Support Analyst
Payment Express • Auckland, New Zealand
Posted 3 weeks ago • Over 200 applicants

The Payment Express Auckland office is now seeking a Technical Support Analyst to join the team.

Key Objectives:

- Providing first-level contact and problem resolution for customers with hardware, software and application problems.
- Demonstrate efficient work practices to ensure objectives and service level agreements (SLAs) are met.
- Contribute and deliver high quality technical support through thorough analysis of technical problems.
- Provide project support for implementation strategies; work closely with project leads to provide high quality project delivery within

How you match
Criteria provided by job poster

Skills

- ✓ Analytical Skills
- ✓ Technical Support
- ✓ Teamwork
- Communication
- High degree of initiative
- Problem Solving

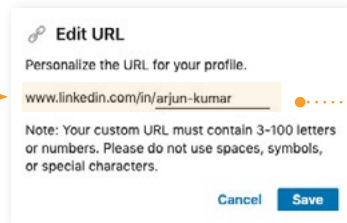
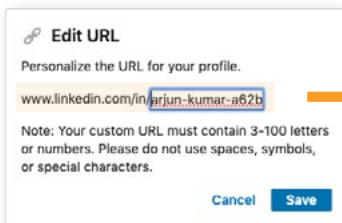
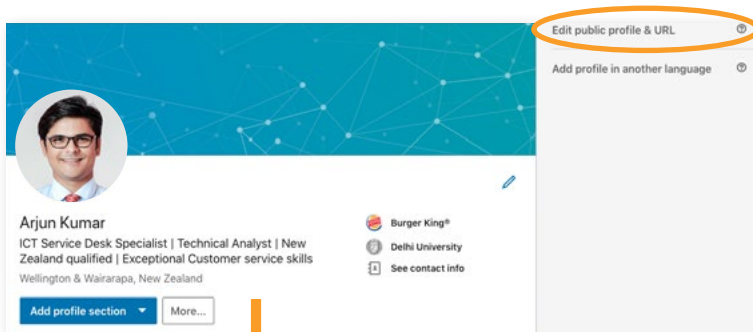
Offline

Build an offline network

Talk to people you're connected with on LinkedIn and ask them out for a coffee to develop your network. (See our resource on how to conduct an informational interview.)

Simplify your LinkedIn URL

Simplifying your URL will make it easier to access your profile when you put the link into your CV.



Now, you can put this in your CV

LinkedIn profile checklist

Use this checklist to make sure your LinkedIn profile is complete and represents you well for the New Zealand job market.

Yes **No**

Is your profile visible to others?

Before updating your profile, have you switched off "Sharing profile edits"? You can turn this back on once you've updated your profile.

Have you completed all the main sections?

- Profile picture
 - Headline
 - Location
 - Summary
 - Experience
 - Skills & endorsements
 - Education
-

Have you uploaded a professional profile picture (headshot, plain background, smiling and wearing professional business attire)?

Have you written a headline that clearly describes what you have to offer New Zealand organisations?

Have you written a summary that covers your passion for your work, experience, skills, and future goals?

Yes No

Does your profile include skills and experiences that are relevant to the New Zealand job market?

Does your profile include keywords that are relevant in your field?

Have you identified at least five skills?

Is your profile free of spelling and grammar mistakes?

Will your profile appeal to many potential New Zealand employers (not just one)?

Are you using New Zealand job titles and technical terms?

Does your profile include your contact details?

Have you switched on the section called "Let your recruiters know you're open to opportunities"?

Do you have a simplified URL (the link to your LinkedIn profile)?

Have you sent requests to people you know in current and past roles to connect with you?

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