

LinkedIn & Personal Brand

Build a simple, professional online presence employers can trust.

1

Context

WHY THIS MATTERS

Employers may review your online profile before contacting you. A professional profile makes it easier for recruiters to understand your skills and interests.

A SIMPLE PATHWAY

- Professional photo
- Clear headline
- About section
- Education
- Experience & skills
- Build your network

KEY TAKEAWAYS

- Use a clear professional photo.
- Write a headline that says what you are studying or seeking.
- Add projects, placements, volunteering and achievements.
- Connect with classmates, lecturers and employers.

2

Insight

EMPLOYER INSIGHT

Your profile does not need to be perfect. It should look current, professional and aligned to the kinds of opportunities you want.

TOP TIP

Focus on evidence. Employers respond to clear examples of what you did, what you learned and what changed because of your contribution.

3

Action

WHAT TO DO

- ✓ Keep your profile current.
- ✓ Personalise connection requests.
- ✓ Follow companies and industry groups.
- ✓ Share achievements and relevant learning.

WHAT TO AVOID

- Incomplete or outdated profiles.
- Unprofessional photos or comments.
- Posting negatively about employers or classmates.
- Using casual language in professional messages.

QUICK CHECKLIST

- Photo updated
- Headline clear
- Education listed
- Skills added
- Initial network started

REFLECTION

What three words should someone associate with your professional reputation?

YOUHIVE TIP

Import your LinkedIn profile to YouHive and keep your brand consistent across platforms.