

CREATING A LINKEDIN PROFILE

This is a step by step guide on how to build a LinkedIn profile that allows you to build a network that helps you thrive and advance your career.



WHAT IS LINKEDIN?

LinkedIn is a social media platform that allows people to build an online brand and grow their network.

It demonstrates a folio of the work and projects that you have been involved in.

WHY IS LINKEDIN IMPORTANT?

With over 562 million registered members and over 9million of these in Australia, the opportunity to connect with different professionals to grow, share and develop knowledge has never been more accessible.

WHAT DO THE NUMBERS SAY?

- The site hosts 10m active job postings
- 106m people access the site monthly
- 13% of Millennials (15-34 years old) use LinkedIn
- There are over 39m students and recent graduates on LinkedIn
- More than 90% of recruiters use LinkedIn regularly
- An average user spends 17 minutes per month on LinkedIn
- The most overused word on LinkedIn is 'Motivated'
- Of 500m users only 3m post weekly



BEFORE YOU CREATE A PROFILE

Spend some time to understand what type of message and or branding you want to represent. This will determine your direction and feel of your profile.

Try asking your self some questions like:

How do I want to be seen on the platform?

What are some keywords that I want people to think of when they see my profile?

What skills and areas of expertise do I want to be known for on the profile?

Who are some people that you think do LinkedIn well?

What are you hoping to achieve in the next 18th months in your career?

WHY ARE THESE QUESTIONS IMPORTANT?

The answers to these questions will guide the creative direction of your profile, everything from your headshot, to your summary, to your banner image and status updates. When developing your profile it is vital that it is developed towards your future focus not just your present position.

In your career and in-particular your personal and professional brand, you must continue to work towards the vision that you have for yourself in your career in the next 18months.

This will be key when it comes to advancing your career and developing further connections and content on LinkedIn.

If you have a career vision longer than 18 months feel free to tune it toward this.

STEP 1 - PROFILE PICTURE

Your profile picture is one of the most important elements of your profile. Your profile is 14 x times more likely to be visited if you have a profile picture that is friendly and aligns with your industry.

Professional vs Smartphone Photo

No need to take get anything formal, it can be taken with your smartphone. However we do recommend getting a professional photo as this sets the bar high and sets the tone as soon as someone clicks on your profile.

Background

Think about what vibe you want your profile to represent. Is it best to have an all white background, or perhaps some texture? What background suits your profession? Perhaps it is best for you to keep a plain background within the corporate space, but more colour if you are in education. We will let you decide!



What to wear?

Clothing is another important element. Do you wear formal business attire or something more casual? Remember the industry and what you want people to think when they view your profile. The last thing you want is to give the wrong impression from your profile picture before they have even met you.

Smile vs No Smile

The whole purpose of your profile is to connect with other people. If you look unfriendly this will be very difficult to achieve. Make sure your photo presents you in a friendly and approachable manner.

Cropped Photos & Editing

Please make sure that you use a photo that is designed to be a headshot. People can tell that it is a cropped image, especially if you can see someone's hand or face in the background. Please no wedding photos!

LinkedIn also allows you to edit the photo to zoom in or apply a filter, again use this to position your branding the best

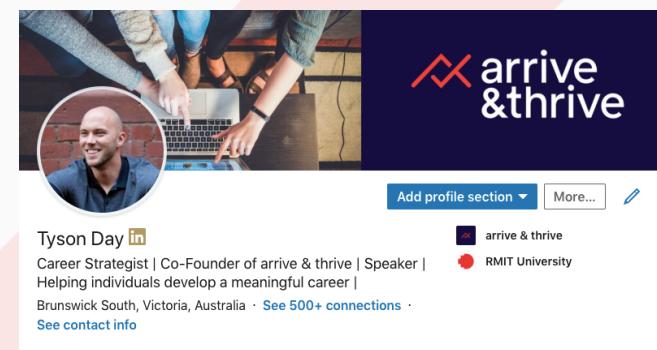
Examples

Check out some examples below to keep you on the right track!



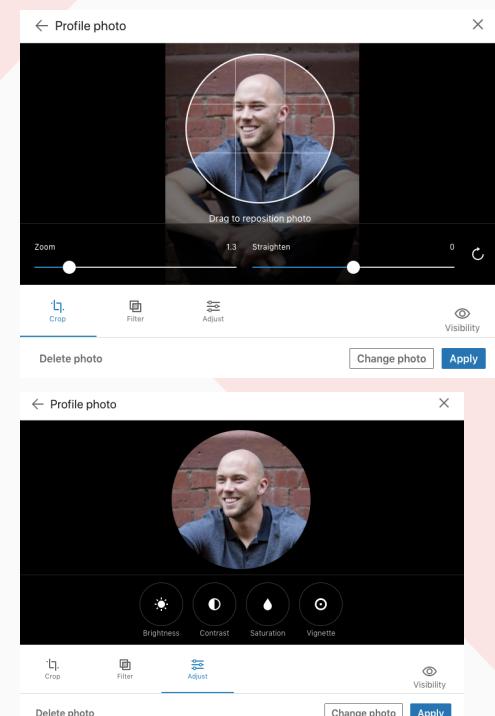
UPLOADING A PHOTO

Follow the steps below to complete the upload and adjust your profile picture accordingly.

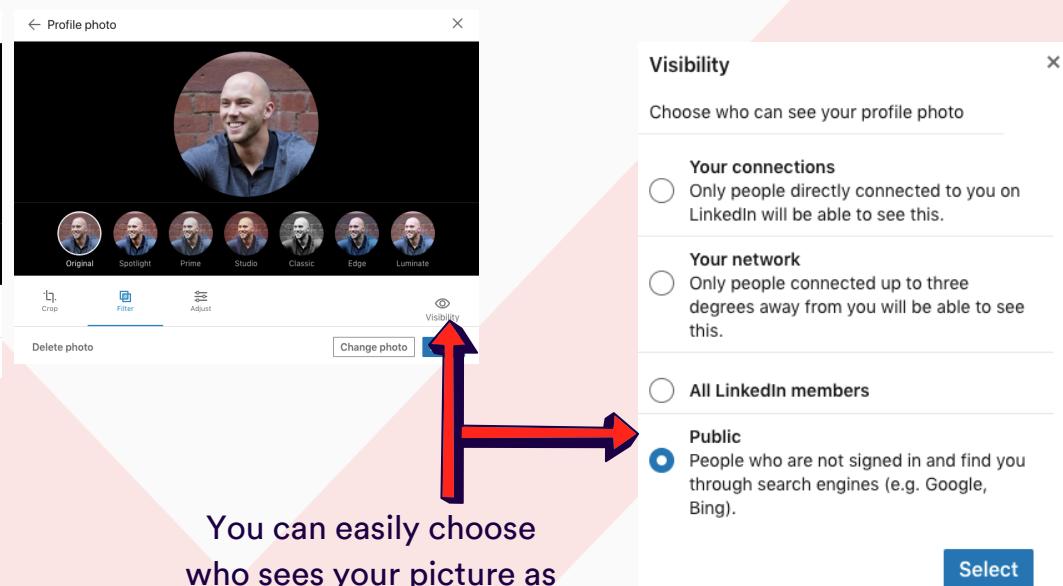


Whenever you want to change your profile picture click on your profile page and click on the pencil to edit.

Here you can adjust the zoom, contrast, filter or crop the image.

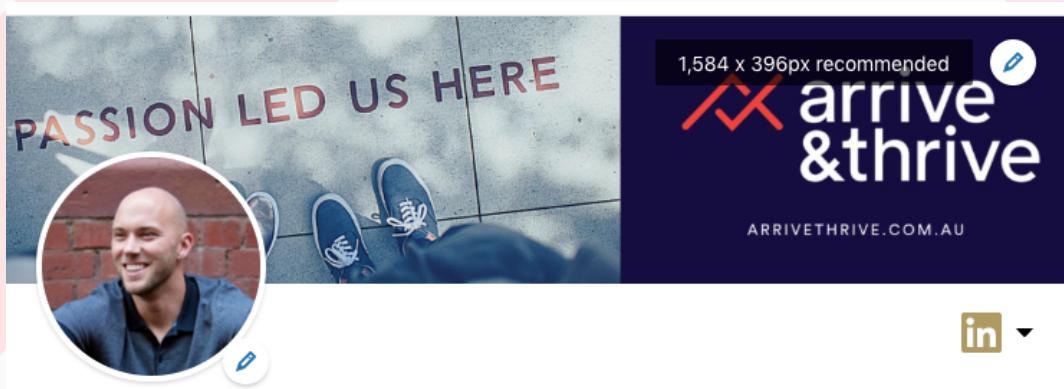


You can easily choose who sees your picture as well if you are concerned about security. Just click on the visibility icon.

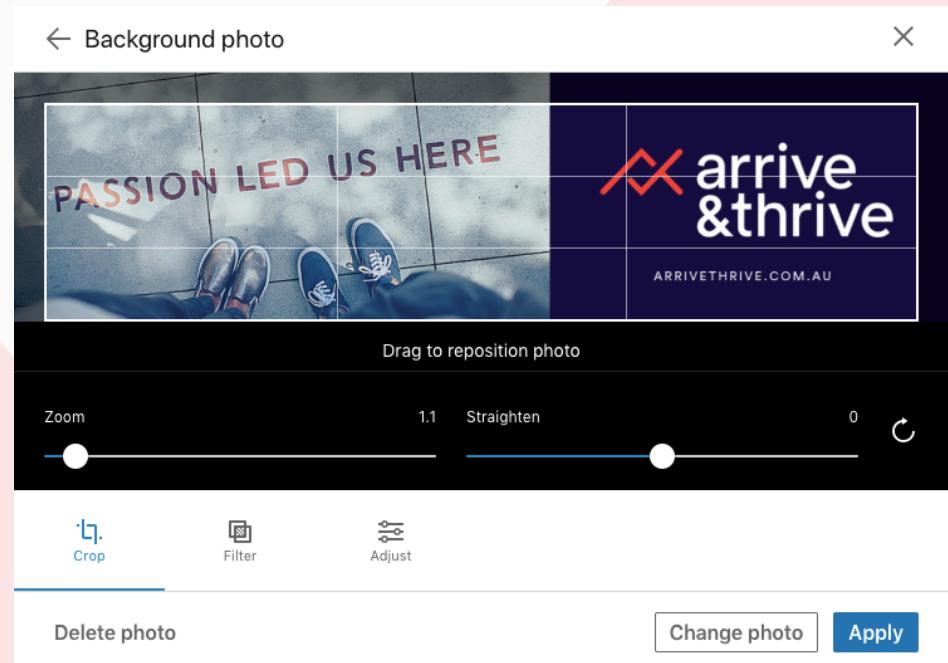


UPLOADING A BACKGROUND PHOTO

Follow the steps below to complete the upload and adjust your background picture accordingly. Remember the correct picture measurements are 1584x396. You can find great images on Google or customise your own at Canva.com



Same steps as changing your profile picture



Here you can adjust the zoom, contrast, filter or crop the image.

STEP 2 - PERSONAL DETAILS

Once you are happy with your profile picture it is time to move onto the rest of your profile. These elements are just as essential as your profile picture because it makes up the main elements that people will see constantly on your profile.

Personal Information

This is where you place in all of your details that matter for potential recruiters and connections to contact you. Make sure the details are correct and your email is a professional personal account. Please make sure that you are only placing information on the platform that you are comfortable for people to see. This is the rule of thumb with all social media.

Headline

Your headline is probably the most important written information on your profile. You want to ensure that you use keywords that capture both your role and the job that you do. Many people use their role as their headline. We believe that this is only 50%. We want to see phrases and other achievements listed. Feel free to use (|) icon to help you space it out.



First Name * Last Name * [Add former name](#)

Headline *

Current Position [Add new position](#)

Show education in my intro

Education [Add new education](#)

Country/Region * ZIP code

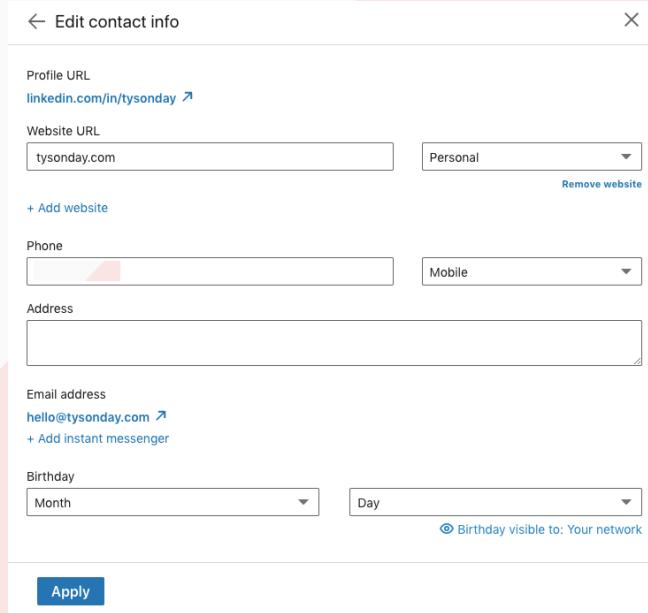
Locations within this area

Industry *

Headline *

Contact Info

This is where you can add a personal website or other details to assist connections in gaining access to you. As well as how you customise your LinkedIn URL.



← Edit contact info X

Profile URL
linkedin.com/in/tysonday

Website URL
tysonday.com Personal Remove website

+ Add website

Phone

Address

Email address
hello@tysonday.com

+ Add instant messenger

Birthday

Month Day © Birthday visible to: Your network

Apply



Country/Region * Australia ZIP code 3055

Locations within this area Brunswick South, Victoria, Australia

Industry * Professional Training & Coaching

Contact info

Profile URL, Websites, Phone, Email, WeChat ID

This is personal

Remember that this is personal for each individual. It is totally your call if you want to place your mobile and other contact details on the platform. Remember it is used for business, so you may get a few business calls!

Customise your URL

You can customise your LinkedIn URL in a few easy steps.

1. Click on the profile URL link in Edit Contact Info
2. This will take you to the Edit My Public Profile. Click on the pencil in the top right corner of Edit your custom URL.
3. Then write in the URL that you want, we suggest you keep it to your full name.

🔗 Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/tysonday

Edit your public profile

This is where you can check the appropriate fields on your profile that you want visible when people search your profile who are not LinkedIn members. You can adjust further elements such as your headline, posts and activity ect.



Headline	Show <input type="button" value=""/>
Websites	Show <input type="button" value=""/>
Posts & Activities	Show <input type="button" value=""/>
Summary	Show <input type="button" value=""/>
Current Experience	Show <input type="button" value=""/>
Details	Show <input type="button" value=""/>
Past Experience	Hide <input type="button" value=""/>
Education	Show <input type="button" value=""/>
Details	Hide <input type="button" value=""/>
Volunteer Experiences	Show <input type="button" value=""/>
Certifications	Show <input type="button" value=""/>
Groups	Hide <input type="button" value=""/>

Edit Visibility

You control your profile's appearance for viewers who are not logged-in members. Limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

Your profile's public visibility On

Basic (required)

Name, number of connections, industry, and region

Profile Photo

Your connections

Only LinkedIn members directly connected to you.

Your network

Only LinkedIn members connected up to three degrees away from you.

All LinkedIn Members

STEP 3 -ABOUT

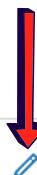
Think of this section as the perfect space to write and share your career story. It is the section of your profile where you talk to the reader in first person and share your career story to date. It allows you to bring your personality into your profile and demonstrate who you are as a professional and person. Focus on capturing:

What you do?

Why you do it?

What have you done?

Remember to edit any part of your profile just follow the pencil!



About

I am passionate about helping individuals develop a meaningful career, helping them achieve personal career goals and taking them closer to their vision.

... see more



+3

Adding Media & Links

A great element to any profile is adding media in the form of photos, PDFs and links to your profile. You can add selected files on the below tabs. Think of any work or examples of your presentations that you may want to share. This is a great way to add extra credibility to your profile.



Media

Add or link to external documents, photos, sites, videos, and presentations.

[Upload](#)

[Link](#)

STEP 3 - EXPERIENCE

This is one of the most important aspects of your profile as it demonstrates your previous experiences and really allows you to show you the work that you have completed previously.



Experience



Co-Founder & Career Strategist
arrive & thrive
Feb 2019 – Present · 6 mos
Melbourne, Australia



Add Experience



Edit Experience



Change Order

Using the set up wizard

The setup wizard makes it very easy to place in your experience. All you need to make sure is that you are placing the correct dates and content into the right sections. Be mindful that if the business you are working for does not have a company page, the logo will not be found by LinkedIn. If you are self-employed, you will need to make a LinkedIn page for your logo to appear.

Edit experience



Title *

Co-Founder & Career Strategist

Company *

 arrive & thrive

Location

Melbourne, Australia

I am currently working in this role

Start Date *

February



Present

2019



Update my industry

Update my headline  This will change your headline to the title of this position

Descriptions

Share a story of your role ideally using the CAR model, demonstrating what challenges you faced, the action that you took and the results produced. This allows you to showcase your experience and illustrate the setting of how you developed your skills. Focus on talking about your role and the company and how your part contributed to the mission of the company.

Description

To learn more:  www.arrivethrive.com.au

We are a social enterprise with a mission to enable and support individuals to design and develop personal career goals to achieve their vision.

We aim to provide experiential career support in an encouraging voice, guiding individuals through

Media

Add or link to external documents, photos, sites, videos, and presentations.

Upload

Link

 **Supported formats**



Add examples of your work that were specific to this position.



Focus on providing an overview instead of a detailed breakdown of skills like on a resume.

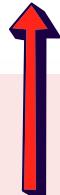
Share with network

Off 

If enabled, your network may be notified of job changes, education changes, and work anniversaries. [Learn what's shared](#)

Delete

Save



Share with network

Remember to use this function concerning your connections. If you are continually making changes to your experience and this function is turned on, your connections will receive an update. Only use this function when you are changing workplaces or gaining a promotion.

STEP 4 - EDUCATION

For students, this is one of the most critical sections, for established professionals, it is vital to demonstrate your qualifications.

Students, listen up!

For many of you, this will be your biggest draw card, which means you need to place the appropriate information into the key sections accordingly. If you are just entering the workforce you want to make sure that you maximise this education section.

Edit education X

School *

 RMIT University

Degree

Graduate Certificate

Field of study

Career Education and Development

Start Year

End Year (or expected)

2016

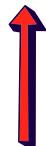
2017

Grade



Only place this in if you are comfortable talking about it

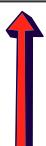
Activities and societies



Share any student clubs that you were involved in at uni. Remember, anything that you share can work for you or against you in your personal branding.

Ex: Alpha Phi Omega, Marching Band, Volleyball

Description



Focus on providing the reader with an understanding of what you covered in your course and the subject areas. This is important for students and grads as it demonstrates the units included in your course.

Media

Add or link to external documents, photos, sites, videos, and presentations.

Upload

Link

 Supported formats



Add examples of your work that were specific to this position.

Share with network

Off 

If enabled, your network may be notified of job changes, education changes, and work anniversaries. [Learn what's shared](#)

Delete

Save

Share with network

Remember to use this function concerning your connections. If you are continually making changes to your education and this function is turned on, your connections will receive an update.

STEP 5 - SKILLS

This is the opportunity to list skills of yours and provide connections with a chance to endorse you for them. This function is vital to give the reader a clear understanding of the areas of knowledge that you have developed.

You can add new skills here



Add a new skill



Skills & Endorsements

Career Counseling · 32

Alan Howle and 31 connections have given endorsements for this skill

Coaching · 56



Endorsed by Monty Hooke and 4 others who are highly skilled at this

Career Development · 22

Sophie Kiet and 21 connections have given endorsements for this skill

What type of skills should I list?

It is ideal to have a mix of skills, including both technical skills specific to your role. For example, you may have specific software that you use eg. CAD programs or Photoshop.

It is also encouraged to place down more transferable skills like Stakeholder Management, Project Coordination and Teamwork, especially if you are a student!

Reorder Skills & Endorsements (24)

X

Reorder your skills within a category or choose up to 3 skills to feature in your top skills.

By clicking on this icon, you favourite your top three skills

Top Skills

 Career Counseling



 Coaching



 Career Development

Delete the skill



Industry Knowledge

 Psychology



 Change Management



 Event Management



Reorder the skill

How many skills should I place down?

We recommend that you place down as many as 15 - 20 skills, treat this just like your resume and place down capabilities that are relevant in the jobs that you are applying for. Feel free to look at other peoples profiles to gauge what skills you may want to include or look over job posting that you would like to apply for. Your profile always needs to be tuned towards your future focus!

STEP 6 - VOLUNTEER EXPERIENCE

Volunteering provides many benefits for both established professionals and upcoming. It demonstrates that you are passionate about helping others and supporting your community. If anything it will demonstrate further skills and attributes like compassion and empathy which are key employment elements.

Setting your profile up with Volunteer experience is the same process as your work experience.

Again making sure that you provide an accurate description around your specific involvement.



Add volunteer experience X

Organization * Ex: Red Cross

Role Ex: Meal Server, Mentor

Cause -

I am currently volunteering in this role

Start date End date

Month	Month
Year	Year

Description Ex: I raised funds for our annual charity 5K.

We no longer share changes to volunteer experience with your network. [Learn what's shared](#)

Save

STEP 7 - INTERESTS

LinkedIn refers to interests as Influencers, Companies Groups and Schools, essentially anything that you are following, aside from your connections. It is important to follow different companies and groups because this will determine the type of information you receive in your feed. Much like Facebook it will filter information that the platform thinks is important to you.

Interests

 The Wall Street Journal 5,814,163 followers	 Right Management 75,121 followers
 Daniel Goleman  What Makes a Leader? Emotional and S... 5,206,901 followers	 NAFSA: Association of Internatio... 44,060 members
 VicWISE 142 members	 Premium Career Group 1,590,357 members

[See all](#)



You can view all the different people, companies, schools and groups that people follow by clicking here.

Using your interests to your advantage

Ideally, you want to use this as a way of staying up to date with the companies that you like, people that you aspire to be and the groups that are important for your professional development.

You can simply unfollow any profile at anytime

Following

Influencers Companies Groups Schools

X



Gary Vaynerchuk

Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author
3,150,306 followers

✓ Following



Mark Bousis

Entrepreneur, Innovator, Author and Academic
388,213 followers

✓ Following



Daniel Goleman

What Makes a Leader? Emotional and Social Intelligence
5,206,901 followers

✓ Following



Simon Sinek

Optimist and Author at Simon Sinek Inc.
2,341,829 followers

✓ Following

Interests matter!

Like everything on your profile, it is open to judgement and perception from your connections when people can view your interests and the people that you follow they start to form an opinion automatically. This section is an excellent opportunity for you to watch updates from companies that you like and admire and perhaps build rapport with the people involved. The more effort that you place in on your profile the more your profile will return to you.

Engage and communicate

We believe that anyone can like an update and comment 'good job', what we believe for ultimate engagement with the people and companies that you admire is to provide deeper engagement in comments and share company updates that align with your values, profession and your authenticity as a human being.

Improving your feed

At any point you can change your feed, we highly recommend reviewing your feed every few months to align focus and let LinkedIn work for you. This can involve clicking on posts that you have seen and providing feedback directly to LinkedIn.

The image shows a screenshot of a LinkedIn post from the account 'R U OK?'. The post has 25,061 followers and was posted 9 minutes ago. The post content is: 'Think a friend is struggling a'. Below the post, there is a list of interactions: 'Like 3', 'Comment', and 'Share'. A red arrow points to the three-dot menu icon at the top right of the post, with the text 'Drop down options'. Another red arrow points to the 'Unfollow R U OK?' option in the menu, with the text 'If you want to stay connected, but want to stop following someones updates you can!'. A third red arrow points to the 'Improve my feed' option, with the text 'LinkedIn will suggest different people, hashtags and companies to follow'.

R U OK?
25,061 followers
9m

Think a friend is struggling a

R U OK? Ambassador Ryan D

...

Copy link to post

Embed this post
Copy and paste embed code on your site

Hide this post
I don't want to see this post in my feed

Unfollow R U OK?
Stop seeing posts from R U OK?

Report this post
This post is offensive or the account is hacked

Improve my feed
Get recommended sources to follow

3

Like Comment Share

Be the first to comment on this

Drop down options

If you want to stay connected, but want to stop following someones updates you can!

LinkedIn will suggest different people, hashtags and companies to follow

STEP 8 - CONNECTING

Once you have completed the set up of your profile, you are now ready to begin connecting with individuals and growing your network. LinkedIn will assist you in this process, suggesting different individuals for you align with. We recommend looking at the people in your classes, causal jobs, current job and similar industries to really kick start the growth of your network.

A few simple rules...

When developing your profile in the early stages of LinkedIn it is very easy to add everyone and anyone. We recommend that you connect with individuals who add value to your feed and your fellow connections. There are some people on LinkedIn who focus on connecting with absolutely everyone.

Here at Arrive & Thrive we personally believe quality is better than quantity! So we encourage you to ask yourself the following questions when connecting with others:

1. How does this person relate to my career?
2. What value do they bring?
3. How can I help this individual?

If you like the answers to those questions, connect and keep the conversation going. If you don't, perhaps check if you want to involve them in your network.

Personalised Invite

Every connection that you invite on LinkedIn should be accompanied by a personalised invite, introducing yourself and establishing a level of rapport. This will change depending on the person, the industry and the circumstances.

No personalised invite needed

The only moments that you don't need a personalised invite are when you know that individual so well you would say hello in the street, or you are sitting right next to them at work and finally when you are at a networking event, and you add them then there on the spot and they are watching! All of the other times, we highly recommend a personalised invite.

Creating a personalised invite

Creating a personalised invite is super easy and something that takes an extra 30 seconds! We recommend it to leave a great first impression and give the individual context to how you know them and why you would like to connect.

1

Connect

Message

More...



Click on 'Connect'

2

You can customize this invitation

X

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note

Send now



Click on 'Add a note'

3

You can customize this invitation

X

Include a personal message (optional):

Ex: We know each other from...

Hello Tyson, It was great to see your presentation at our college. I would love to see your updates on LinkedIn.

300



Write a note that the individual will understand as to why you want to connect with them.

Cancel

Send invitation

Personalised Invite

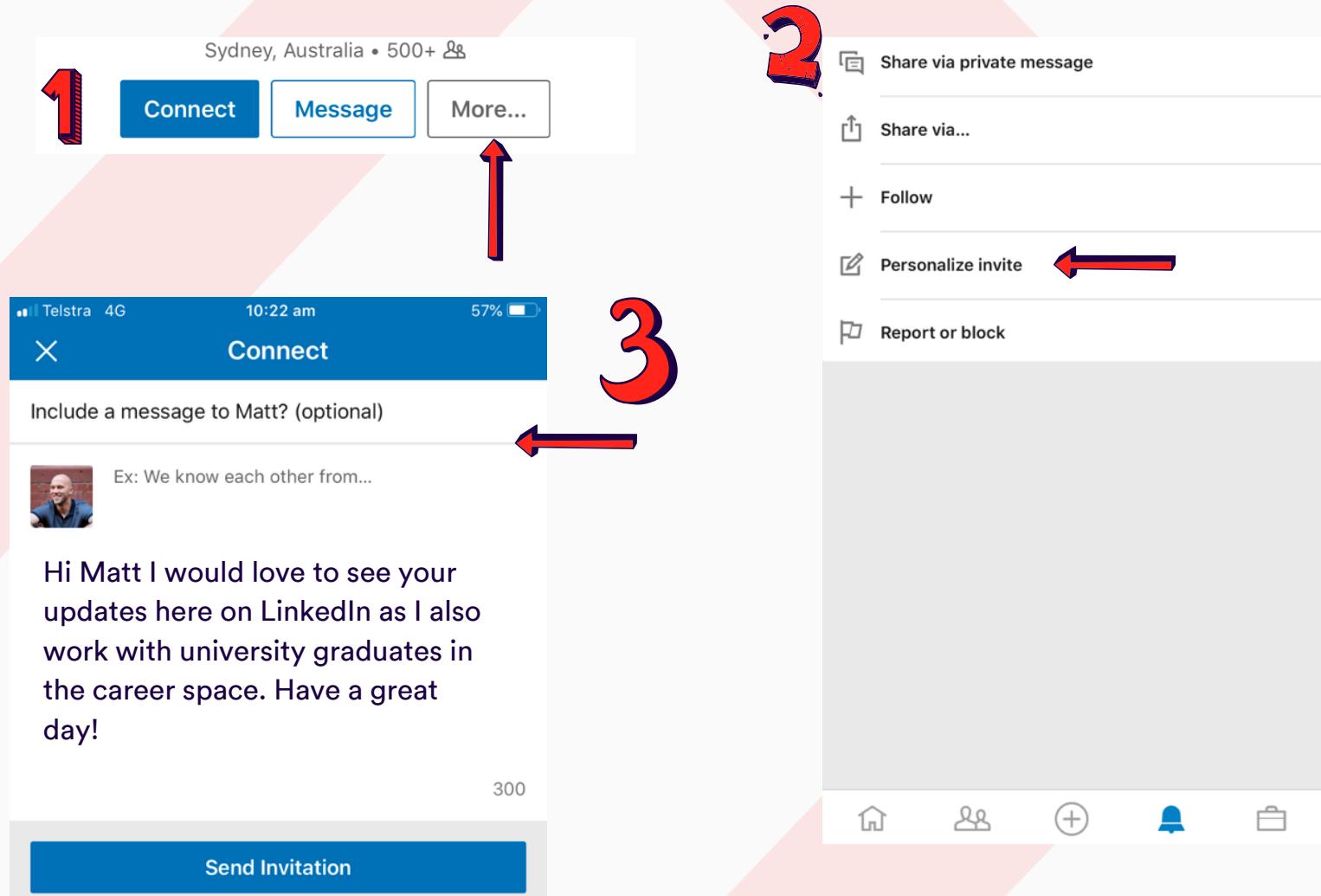
The invite does not need to be complicated. The simpler the better as it will give the person on the other end the understanding as to why you wish to connect and continue the conversation.

Sending an invite on your smart phone is a different process!

Many people fall into the trap when growing their network on their smart phone they miss the personalised invite process because the button layout is different. View the process below:

Creating a personalised invite

Creating a personalised invite is super easy and something that takes an extra 30 seconds! We recommend it to leave a great first impression and give the individual context to how you know them and why you would like to connect.



Follow vs Connect

In many cases, you may want to follow someone over connecting with them. They may be an expert in their field, and as a student, you may feel it is not appropriate to communicate with them straight away, that is cool. We get it! Following allows you to receive updates and not be connected with them. This is a great way to stay informed with someone's updates and perhaps start a conversation before connecting.

STEP 9 - REGULAR ENGAGEMENT

Now that you have a profile set up and you are starting to generate a few connections, it is now practice, practice and practice. You have the basics now! It's now time for you to develop your skills further! Stay tuned for our next handouts.

We aim to help individuals use tools like LinkedIn to design and develop a career that aligns with their strengths, interests and build positive social connections that allow you to develop and thrive.

Feel free to practice these principles on us here at Arrive & Thrive. You can follow our updates on LinkedIn, Instagram, The Arrive & Thrive podcast and our website.



arrivethrive.com.au



Arrive & Thrive



arrive_thrive



The Arrive & Thrive
Podcast



@arrivethrive.com.au