

Using LinkedIn



For academic purposes

LinkedIn is a professional networking tool with near 400 million members worldwide. This guide looks at the ways that joining and using LinkedIn could help you in your academic studies and also how you can use LinkedIn to build a professional profile and improve your employability.

⇒ **Create a profile**

This acts as an online CV with details of your qualifications, experience, skills and achievements. You can get recommendations, for example, from current and/or previous employers, academic tutors, and people you have worked with on projects.

⇒ **Join groups that relate to your subject or career interest**

You can share ideas with people with similar professional interests, ask questions and get advice, and keep up-to-date with developments in your subject.

This may help you:

- * Research for projects or assignments
- * Inform your career decision-making
- * Prepare you for interviews for jobs and further study

⇒ **Search for companies in a particular industry and/or geographical area**

The information you can see about a company includes useful data regarding employee roles, education and experience, names of employees who are members of LinkedIn, details of new employees and their last post and job opportunities at the company. Following a company would enable you to receive updates on their developments.

This may:

- * Help you to develop your understanding of the graduate job market within a particular sector
- * Enable you to identify companies to apply to for jobs, placements, or work experience

⇒ **Search for people, who work in a particular job role and look at their profiles**

You can invite people to add you as a connection. Other LinkedIn members are more likely to connect with you if there is an existing commonality between you and them such as sharing a connection with another person, being a current or previous student of the same University, being a member of a shared group.

Viewing profiles can help you:

- * Gain an understanding of what a role involves
- * Gain an understanding of career pathways
- * Identify job titles for early career posts in your chosen sector
- * Identify companies that recruit in your sector

Remember that LinkedIn is a tool for professional networking.

Think carefully about how you present yourself in terms of the language you use in your profile and postings, groups you join, and your profile photograph.



Adapted from: Cottrell, J. and Morris, N. (2012). *Study skills connected: using technology to support your studies*. Basingstoke: Palgrave Macmillan