

Explore



Prepare



Apply



Develop



LinkedIn Guide

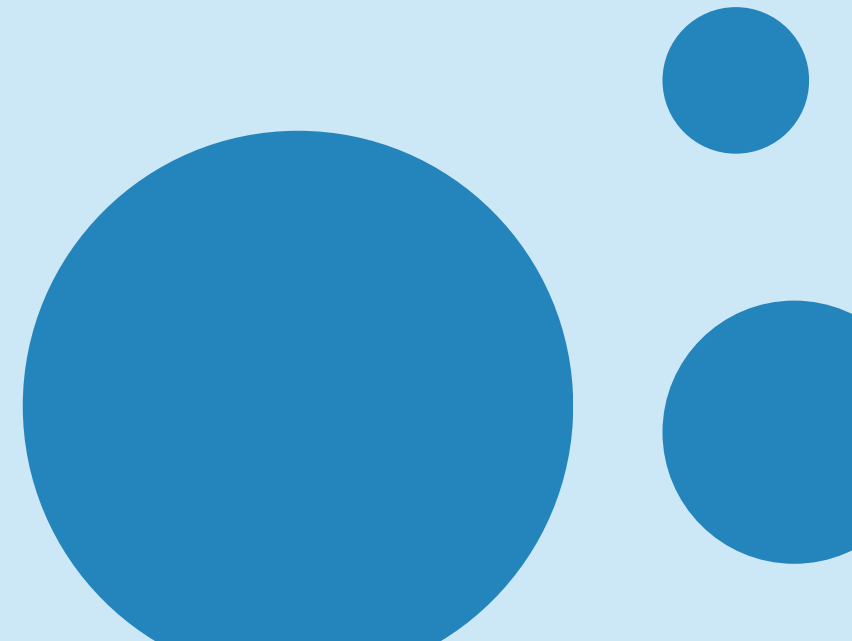
A career development tool for all seasons

Introduction

Like many social media platforms, LinkedIn is something that people are often familiar with but aren't always sure how to get the most out of. In its simplest form, LinkedIn is a professional social media platform where individuals working in different industries can connect with each other and share information and content regarding their professional interests.

Where LinkedIn differs from other social media platforms is that it is specifically designed for the purpose of helping connect individuals with opportunities – this includes making it easier for recruiters to find candidates with the right skills for particular job roles, helping jobseekers undertake more targeted job searches and giving professionals the opportunity to share more dynamic information about their professional interests, skills, strengths and experience than they are able to via a traditional CV or application.

However, learning how to use LinkedIn effectively is about more than setting up a profile and turning on job alerts – it is a tool that can massively enhance your ability to research different career areas, connect with individuals who can support you with specialised information and advice regarding your professional interests, and provide you with a platform to start positioning yourself as a professional in fields that you are passionate about.

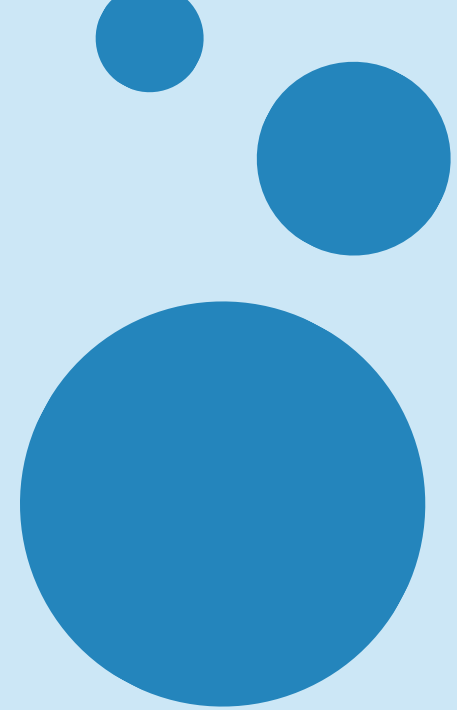


This tool is designed to...

- Help you utilise LinkedIn to undertake research on different career areas, industries and job roles.
- Help you understand how to use LinkedIn to locate relevant opportunities linked to your career interests.
- Support you in considering how you position yourself as a professional on public platforms.

Consider using this tool if you...

- Want to find out more about what a career, organisation or sector is like, so you can decide if it's for you.
- Want to find relevant job/project opportunities and connections within a particular industry.
- Want to start thinking about how you present yourself as a professional.



How to use this tool

LinkedIn for Exploration

While LinkedIn has established a reputation as a go-to platform for finding and applying for job opportunities, it is also an extremely valuable tool for an earlier stage of career development – undertaking research into different career areas, industries and job roles that you might be interested in. Here are three simple ways that LinkedIn can support your careers research.



1

Use the advanced search engine to find employers, individuals and groups that relate to your professional interests – there are lots of filters you can use to refine your search, including sifting by the size of company you are looking for, location, industry and even the university that particular individuals went to! Once you have found relevant companies or professionals, you can check out their profiles and **follow** them on the platform – this allows you to find out more about their work, keep up with any content they share and key developments happening within their industries!

The screenshot shows a LinkedIn search interface. At the top, there are filter buttons: 'Companies', 'Huddersfield 1', 'Professional Services 1', 'Company size 4', 'All filters', and 'Reset'. Below the filters, it says '746 results'. The main content area displays five company profiles, each with a 'Follow' button. The first profile, 'AHR', has its 'Follow' button circled in red. The filter panel on the right is open, showing 'Filter only Companies by' with checkboxes for 'Professional Services' (checked), 'Advertising Services', 'IT Services and IT Consulting', 'Manufacturing', 'Business Consulting and Services', and '+ Add an industry'. Under 'Company size', checkboxes for '1-10 employees', '11-50 employees', '51-200 employees', '201-500 employees', '501-1000 employees', '1001-5000 employees', '5001-10,000 employees', and '10,001+ employees' are shown, with the first four checked. Under 'Job listings on LinkedIn', the 'Yes' checkbox is checked. The 'Connections' section is partially visible at the bottom.

2

Use the **University of Huddersfield LinkedIn Alumni tool** to locate Huddersfield graduates who may have done the same degree as you or are now working in a field that interests you – reaching out to these individuals is likely to feel more natural, as you already have a common connection, in that you went to the same university! If you have specific questions about what an industry or job role is like, consider reaching out to someone and asking to arrange an Informational Interview to expand your knowledge (use our [Informational Interview self-help tool](#) for this).

The screenshot shows the LinkedIn profile page for 'The University of Huddersfield'. The page title is 'The University of Huddersfield' with the tagline 'Inspiring global professionals'. Below the title, it says 'Higher Education · Huddersfield, West Yorkshire · 103,964 followers'. There is a section for 'Dr. Emma & 43 other connections work here · 3,550 employees' with buttons for 'Following', 'Invite', and 'More'. The navigation menu includes 'Home', 'My Employer', 'About', 'Posts', 'Jobs', 'Alumni', 'Events', and 'Videos'. The 'Alumni' tab is highlighted with a red circle. Below the navigation, the text '87,570 alumni' is also circled in red. There is a search bar with the placeholder 'Search alumni by title, keyword or company' and two date range filters: 'Start year' set to '1900' and 'End year' set to '2023'. Below the search bar, there are two sections: 'Where they work' and 'Where they live', each with a '+ Add' button. The 'Where they work' section shows a bar chart with 'The University of Huddersfield' at 1,579, 'Asda' at 237, and 'University of Leeds' at 198. The 'Where they live' section shows a bar chart with 'United Kingdom' at 70,285, 'England, United Kingdom' at 66,073, and 'Greater Leeds Area' at 30,142.

The University of Huddersfield
Inspiring global professionals
Higher Education · Huddersfield, West Yorkshire · 103,964 followers

Dr. Emma & 43 other connections work here · 3,550 employees

Following Invite More

Home My Employer About Posts Jobs **Alumni** Events Videos

87,570 alumni

Search alumni by title, keyword or company

Start year 1900 End year 2023

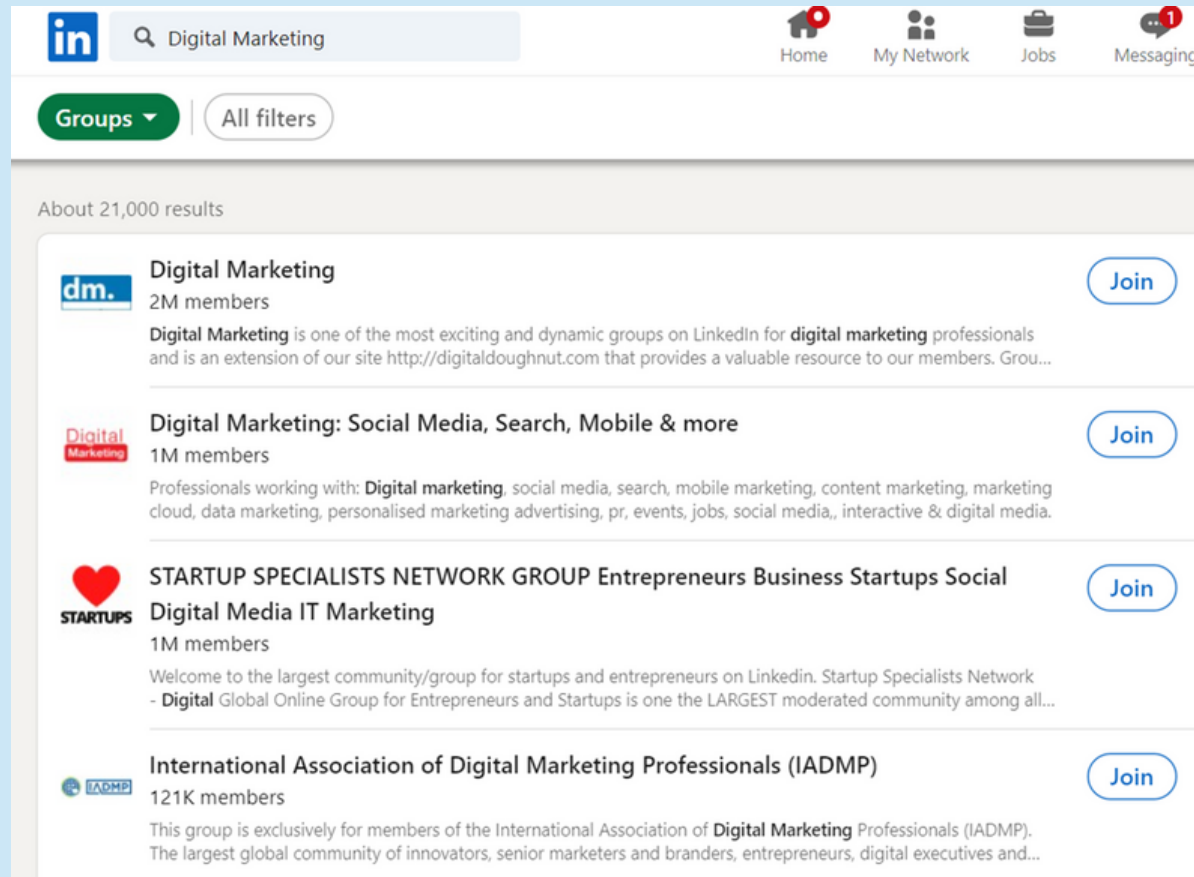
< Previous Next >

Where they work + Add

- 1,579 | The University of Huddersfield
- 237 | Asda
- 198 | University of Leeds

Where they live + Add

- 70,285 | United Kingdom
- 66,073 | England, United Kingdom
- 30,142 | Greater Leeds Area



3

Explore different **Groups** you could join on LinkedIn that might help you find out more about a particular industry or area of work you have a professional interest in – some of these groups may be quite general (for example, targeted at Digital Marketing professionals working in any setting) whereas others may be more specific (e.g. a meeting place for Fashion Marketing professionals), so it is worth searching around and finding ones that you feel will be most valuable in supporting your career research, whether you are looking to find out more about the availability of job opportunities in a particular industry or get a better understanding of what software tools professionals might be using regularly in your sector of interest.



LinkedIn for Opportunities

You can find a range of different statistics regarding how many recruiters use LinkedIn as a tool for sourcing candidates for job vacancies (from [72% by some estimates](#) to a whopping [95% from other sources](#)) but regardless of the exact number, it is unarguable that LinkedIn has become a go-to platform for both employers and jobseekers. With this in mind, it's important to consider how you are using LinkedIn as part of your toolkit when searching for jobs and other opportunities – here are three ways you can leverage LinkedIn to find opportunities.

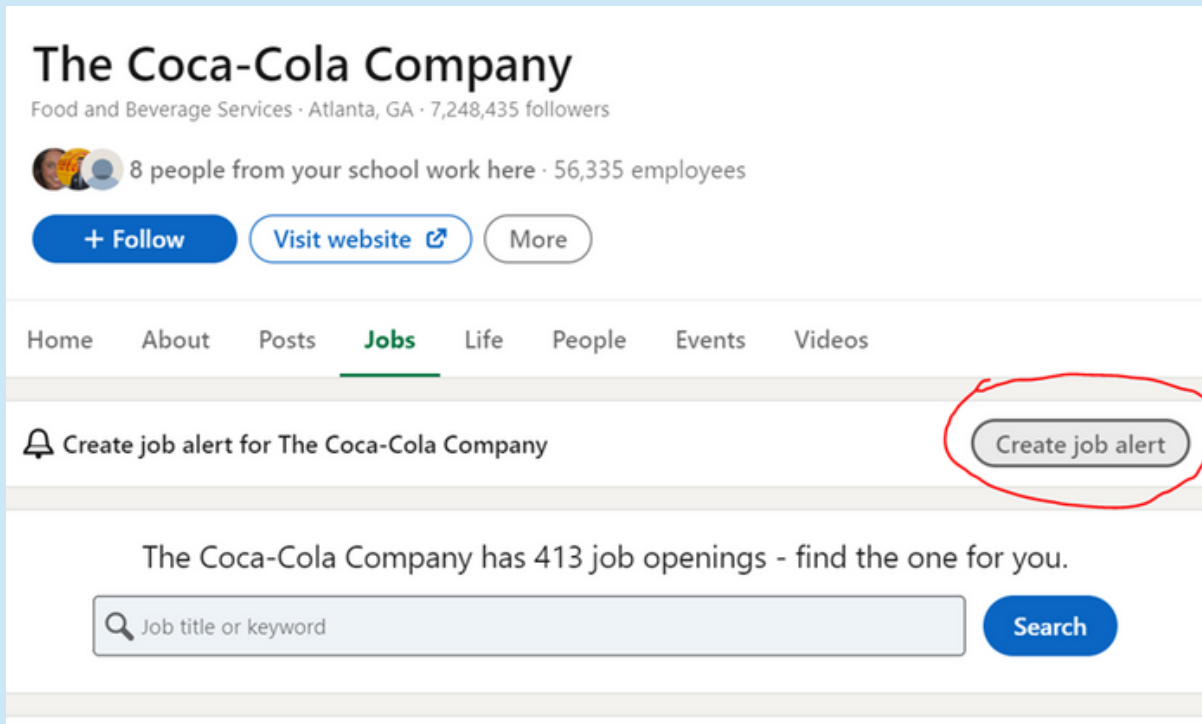
1

Set up Job Alerts – One of the most useful aspects of searching for job opportunities on LinkedIn is the ability to set up multiple job alerts – this allows you to search for specific opportunities (including the location, industry, size of company etc.) and then save your search as an alert, which means you will receive a notification when new opportunities related to your search terms become available. You can even filter your job search alerts by the level of experience required for the role – for example, if you do not have any experience in a particular industry, you may wish to filter the search down to ‘Internship’, ‘Entry Level’ or ‘Associate’ roles so that you get the most relevant results.

The screenshot shows a LinkedIn search for 'Student Support' in 'Leeds, England, United Kingdom'. The search filters are 'Jobs', 'Experience level 3', and 'Full-time 1'. The 'Alert on' toggle switch is highlighted with a red circle, indicating that the search is saved as an alert. The results list three job opportunities:

- Administrator (Apprenticeships)** at Leeds Trinity University, Leeds, England, United Kingdom (Hybrid), £24.7K/yr - £28.9K/yr, 7 connections, Promoted.
- Student Success Tutor - Leeds** at GBS, Leeds, England, United Kingdom (On-site), 1 connection, 18 hours ago.
- Campus Internship: Student Opportunities and Engagement** at University of Leeds, Leeds, England, United Kingdom (Hybrid).

2



The Coca-Cola Company
Food and Beverage Services · Atlanta, GA · 7,248,435 followers
8 people from your school work here · 56,335 employees

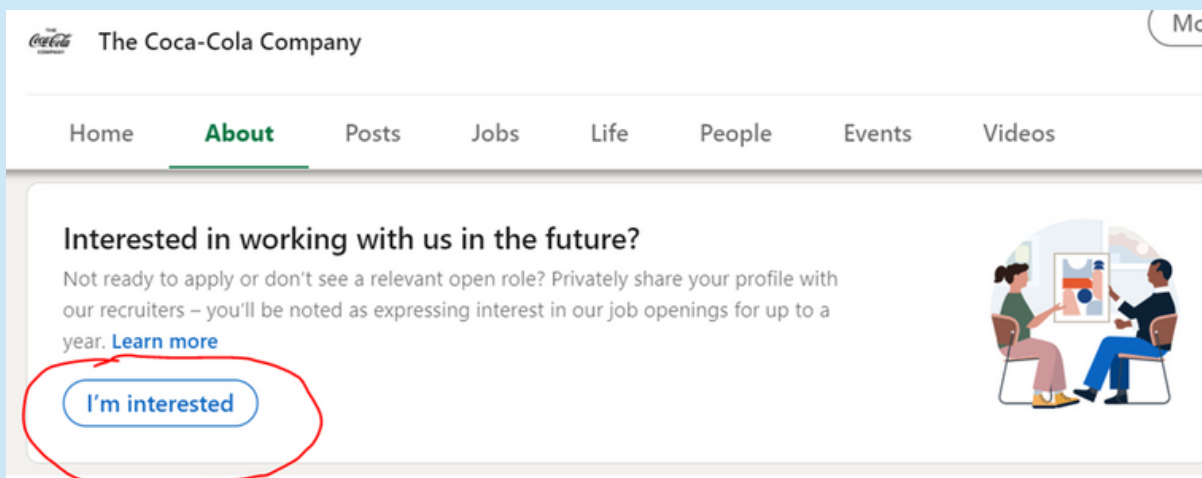
+ Follow Visit website More

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🔔 Create job alert for The Coca-Cola Company **Create job alert**

The Coca-Cola Company has 413 job openings - find the one for you.

🔍 Job title or keyword **Search**



The Coca-Cola Company

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Interested in working with us in the future?
Not ready to apply or don't see a relevant open role? Privately share your profile with our recruiters – you'll be noted as expressing interest in our job openings for up to a year. [Learn more](#)

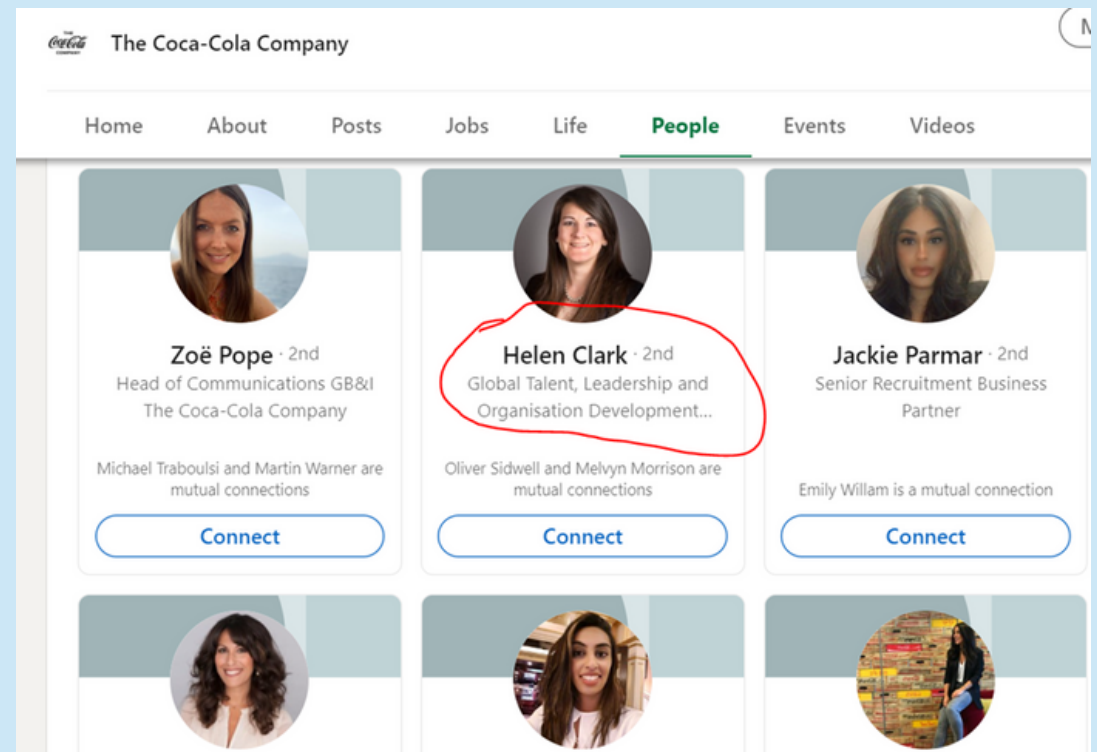
I'm interested

Target Specific Companies – You can also create job alerts for specific companies via their LinkedIn pages, which allows you to be notified every time the organisation promotes a new job opportunity via LinkedIn. There is also a new feature available on LinkedIn under the 'About' section of certain companies' profiles, which allows you to express your interest in working with the company in the future. While this feature doesn't guarantee that the company you are interested in will see your expression of interest, it does mean that employers and recruiters can now filter their searches for candidates based on individuals who have expressed an interest in working for them, making it more likely you'll be found!

3

Go to the Source! – As we’ve mentioned already, LinkedIn is a helpful platform for building professional connections in the industry or areas of work you have an interest in. If you are interested in working for a particular organisation but notice that they aren’t recruiting at the moment, you can go to the ‘People’ section of a company’s profile and find/connect with individuals who might be involved in recruitment for that organisation. Some of the questions you might ask could include:

- How regularly do you recruit for this role?
- Are you likely to be recruiting again anytime soon?
- What process do you use to recruit new candidates?
- What do you look for in candidates applying for this role?
- Can you connect me with anyone currently doing this role?



LinkedIn for Positioning Yourself as a Professional

One of the most dynamic aspects of LinkedIn is that it acts as your online CV, allowing you to be found by employers, recruiters and other interested professionals, even when you are not using the platform. To make the most of this feature of LinkedIn, it is important to consider how you want others to perceive you when they find your profile on LinkedIn and what you want to be known for on the platform – a process we call ‘positioning yourself as a professional’. Here are three things you can do now to help you establish a professional identity on LinkedIn.



1

Reflecting on the Professional you want to be

Before you start using LinkedIn regularly as a tool for promoting yourself and engaging with others, it's important to consider how you want to be seen by others on the platform. For example, you could ask yourself the following questions:

- Who do I want to connect with on LinkedIn? It is of course possible to connect with hundreds of different professionals via LinkedIn but if you have a particular area of interest or a set of industries you are most interested in, it can pay to curate your connections – think about what types of companies or individuals you may want to follow/connect with in order to gain benefit from the network and which LinkedIn groups you might want to join for information on specific subjects.
- What do I want my professional identity to be on LinkedIn? This is not something that ever has to be fixed or linear but it can be helpful to think about how you plan to label yourself on the platform, so that other users have a better idea of what your background and interests are. For example, you might refer to yourself as an 'Engineering student, seeking graduate opportunities within the Energy Engineering sector,' or an 'Early-career Digital Marketing graduate with a passion for increasing the profile of small media brands.'
- What do I want to be known for on LinkedIn? This could be as an 'informer' (someone who shares updates about their industry of interest), a 'collaborator' (someone who is always looking to work with and support other users), a 'creator' (someone who produces content for others to consume) or any other role you might wish to take on within the LinkedIn community.

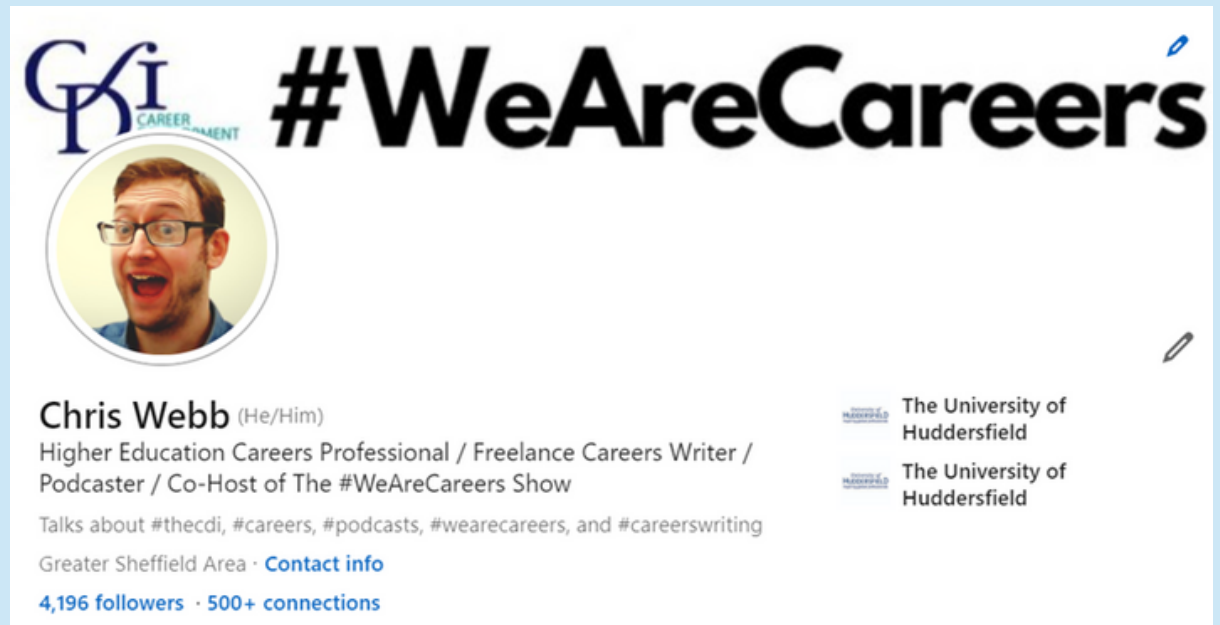
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Does your profile say what you want it to say about you?

Once you've thought about how you want to position yourself on LinkedIn, it's time to take action! Here are some ways that you can use your LinkedIn profile and presence to start shaping the way other users perceive you:

- Update your profile heading, photo (both profile and cover photo), 'featured' and 'about' sections to create a consistent picture of who you are and what you are interested in.
- Tailor your 'About' section by answering these three key questions:
 - Who are you? (what is your current position, educational background, area of interest etc.)
 - What are your professional interests? (e.g. What type of industries/projects/roles are you interested in, how do your experience/skills/strengths relate to this?)
 - What are you on LinkedIn for? (e.g. Who are you hoping to connect with? What sort of opportunities/projects are you looking for?)
- Ensure that the rest of your profile matches your 'About' section – highlight the experience or qualifications you want people to know about and pay particular attention to the 'Skills' section of the profile, as this is where you can increase your chances of being found by the people you want to find you, including employers and recruiters. Check out the profiles of other individuals on the platform who are involved in job roles/projects you are interested in and take inspiration from their profiles!

- Share your profile with a range of people you know for a 360 degree perspective – does your profile provide a fair reflection of how other people see you? Consider asking for feedback on your profile from peers, academic staff, co-workers and friends/family to see if you feel there is anything that might be missing or if you have potentially underestimated your skills, strengths and experience in any way.



CDI CAREER DEVELOPMENT **#WeAreCareers**

Chris Webb (He/Him)
 Higher Education Careers Professional / Freelance Careers Writer / Podcaster / Co-Host of The #WeAreCareers Show


Talks about #thecd, #careers, #podcasts, #wearecareers, and #careerswriting
 Greater Sheffield Area · [Contact info](#)
 4,196 followers · 500+ connections

The University of Huddersfield
 The University of Huddersfield

- Start actively contributing to the LinkedIn community in areas that interest you – this might be by commenting on the posts of individuals you follow from your industry of interest, sharing a post concerning key developments on a subject that you care about or engaging with a LinkedIn group that is connected to your specialist area.

Featured

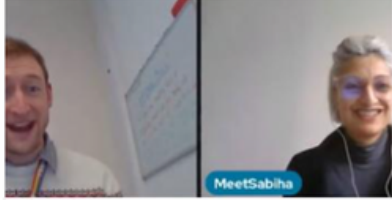
Newsletter



The Week in #Careers
 Published weekly · 2,043 subscribers
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Link



#WeAreCareers
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The show is broadcast live on the Community of Practice for Career Development Professionals Facebook group, where CDI members can engage with the show live and access bonus...

Image

THE LAST WORD

CAREERS WRITER ON THE CHANGING OF CAREERS PROFESSIONALS

Freelance Writing for the CDI
 Example of my writing for the Career Development Institute's Career Matters publication

3

Consider what parts of yourself you want to share

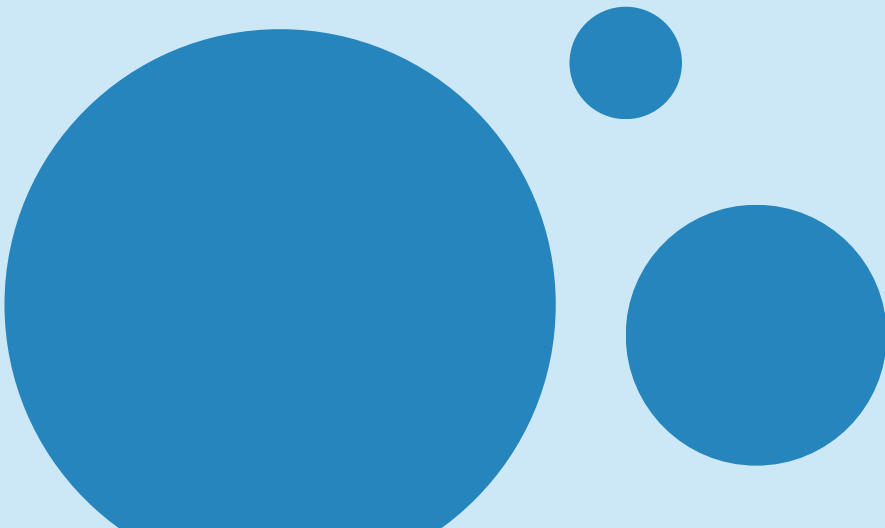
Although it's arguable that LinkedIn has followed other social media platforms in recent years by becoming more open to users sharing personal stories and emphasising 'authenticity' (1), at its core LinkedIn is still a professional networking platform and therefore it's important to think about what aspects of your personal and professional life you might want to make public via the platform. You could consider some of these questions as a starting point:

- How do other people in the industry I'm interested in talk about themselves on LinkedIn?
- Would there be any benefits to me sharing more personal information about myself on the platform?
- Would there be any potential drawbacks?
- Where do I want to draw the line between my professional profile and personal life?
- How can I share aspects of my personality in a way that feels professional? (For example, sharing a post about lessons you have learned from a personal situation that you feel have enhanced your ability to perform in a professional setting).

Pause, Reflect, Act

- Which aspects of LinkedIn are priorities for you to address, develop or improve?
- What are the key opportunities / benefits here for you of using LinkedIn?
- What actions do you need to take now to build on this self-help guide?
- Who could help you with this?
- Are there other related self-help tools you'd like to use as well?

NB: Because everyone is different and no one solution on its own is necessary a magic bullet, please look at our other self-help Tools as well and use the ones that work best for you.



References and Resources

- Dempsey, M. (2023, April 18). *How LinkedIn is changing and why some are not happy*. BBC. <https://www.bbc.co.uk/news/business-65123115>



If you are a member of staff from another educational organisation and want to use a limited number of our self-help tools with your students, we'd love to hear from you and share good practice. We'd ask that you retain references to University of Huddersfield as a matter of courtesy and acknowledge the other sources we've used. Thank you.