**BUILDING YOUR LINKEDIN PROFILE**

LinkedIn is the biggest business-to-business social network in the world and can be instrumental in getting a job.

It is important to build both your LinkedIn profile (including your CV data) and professional networks, so that this platform can act as a recruiter, when it suits you.

Some key elements to the profile:

* Profile picture: make it professional but friendly (remember it needs to work on a mobile – canva.com is good for this and banners:   
  <https://www.youtube.com/watch?v=5hNsdH6Y2Mg>
* Headline/banner: include your Unique Value Proposition (key words encapsulating what you bring): job function; company name; key words and ‘zing factor’
* Write a strong summary: what you have to offer, with links to online presence/achievements (rather than simply what you do)
* Get others to endorse your skills (which will increase profile views)

It is suggested that the average reading age of LinkedIn is that of a 9 year old. Therefore plenty of spaces and easy to understand words is required

* Work out what level of visibility you want your profile to have (eg Open to Work banner: should everyone see this, or just recruiters?)

Youtube tutorials in building LinkedIn profile:

1. <https://www.youtube.com/watch?v=bZ2xiTvVhpM>
2. <https://www.youtube.com/watch?v=zd4ALKv8Das>
3. <https://www.jobscan.co/blog/linkedin-summary-examples/>
4. HubSpot: 7 creative summaries and how to write your own: <https://blog.hubspot.com/sales/linkedin-summary-examples>
5. For the about section:

<https://www.youtube.com/watch?v=5hNsdH6Y2Mg>

A Christian recruitment agency, Carisma Charitable Recruitment, is available to review and help you build your LinkedIn presence: <https://www.charismarecruitment.co.uk/contact-us/>

An article with tips on effective networking:

<https://www.entrepreneur.com/article/288108>