

## Curating the Ideal LinkedIn Profile

It's becoming increasingly common for employers to check the social media profiles of applicants to learn more about them. However, it is erroneous to believe that having no digital footprint at all is thus preferable. The best option is to ensure what they find is a professional and detailed LinkedIn profile. A strong profile is an asset, and you should treat it as such. Here at HireForce, we have compiled our top **7 key tips** to curate an impressive LinkedIn profile.

### 1. Choose an Appropriate Profile Photo

The first impression you make on LinkedIn is through your profile picture. Ensure that the photo was taken recently and reflects how you look now. You want the hiring manager to recognise you when they meet you as it will help establish a connection more quickly. Ensure that you use a high-resolution photo of yourself. This means no 'selfies' – not only do they lack professionalism but typically your phone's front-facing camera is of a lower quality. Smiling in your photo will help make you seem more approachable and confident. Wear the appropriate clothing for the job you want. For the financial services industry this will typically mean business attire.

### 2. Improve your Profile Visibility

Making your profile public will enable your profile to appear on search results and therefore, increase the chance that both recruiters and employers find you. Hiring managers will be keen to find your profile to further assess your credibility. You can update your visibility under the privacy settings tab.

### 3. Personalise your URL

The default LinkedIn URL for your profile contains numbers and is needlessly complicated. You will come across more savvy and make the hiring manager's life easier if you create a customised URL and include it on your CV. They will appreciate your attentiveness to detail. Moreover, it will reduce the likelihood of them confusing someone else's profile with your own.

### 4. Search Engine Optimise your Profile

You want to generate traffic to your profile. One of the best ways to do this is through keyword optimisation. Consider what key terms an employer in your desired industry will search for and implement these throughout your profile. Completing sections such as skills, experience and accomplishments will give you additional opportunities to add these keywords. If you're unsure of what keywords to include, take a look at recent job postings and pay attention to the most commonly used terms.

### **5. Actively Participate**

LinkedIn has more benefits than simply connecting you with recruiters. Indeed, you can use it as a research tool to learn more about companies, industries and even hiring managers. This is particularly useful in preparation for an interview. Of course, it is also a great mechanism for expanding your network. Joining LinkedIn 'Groups' is an easy way to connect with those with similar interests and those already working in the industry. By actively participating through commenting and sharing content you may also gain the attention of both recruiters and hiring managers.

### **6. Routinely Refresh Your Profile**

You may be incredibly accomplished. Perhaps you have been promoted numerous times. Maybe you have attained a professional qualification. However, if you have failed to update your LinkedIn profile, you're painting an incomplete picture of yourself. Frequently update your profile to demonstrate your latest achievements and recently acquired skills.

### **7. Add a Portfolio to your Profile**

LinkedIn enables account holders to add content such as photos, presentations, videos, and audio samples to their profile pages. This is an invaluable way to make your CV come to life. Instead of merely telling hiring managers your story, you can show them. It allows you to provide real examples of your work and again, this will help you attract the attention of employers. It is critical however, that you do not display any confidential information and that if the content was produced for a previous employer that you have the authority to present it publicly.