

LinkedIn Profile Quick Start Guide



LinkedIn is the social media platform designed for professional networking, career development and recruitment. If you are looking for work, a LinkedIn profile can be a great way to get noticed. Let's get started.

Get noticed. Be professional. Stand out.

1. First Impressions Matter

- **Profile Photo:** Use a clean, recent, professional headshot taken in good light. Dress for the role you want. Size your image 400 x 400 pixels.
- **Background Banner:** Make it relevant to your industry, interests, or branding (nothing distracting). Size this 1584 x 396 pixels.

2. Profile Headline & URL

- **Headline:** More than just your job title. This is your chance to sum up who you are and what you offer. Include your title and business name, and what you want to be known for. Include keywords employers will search for.
- **Custom URL:** Tidy it up (e.g. /in/YourName) by clicking on the edit profile screen, then click edit next to the URL. Click set Custom URL. Easy to share and looks professional.

3. About/Summary Section

- Tell your story in **first person**.
- Who you are. What motivates you. What value you offer.
- Include keywords (skills, tools, sectors) so you're easily found.
- Keep it concise but full of personality + achievements.

4. Experience & Achievements

- List roles (go back ~10 years, if relevant).
- For each: Title + Dates + Key Responsibilities + Key Wins / Achievements.
- Fill "gap" periods (e.g. travel, parental leave) so your timeline is clear.
- Ensure consistency with your CV (dates, job titles etc.).

5. Skills & Recommendations

- Pick the top ~5-10 most relevant skills (you can add more, but these should align with your target role).
- Seek endorsements: colleagues, past managers – make sure it's meaningful.
- Ask for 1-2 recommendations that highlight your strengths and real outcomes.

6. Contact Information & Visibility

- You don't want your network to be notified about every little change you make to your profile. Click your profile under where it says Me. In Account – go to Settings and Privacy. Switch off "Share key profile edits"
- Make sure your profile info (location, industry) is up to date.
- You may like to also include your email + mobile.
- Set profile visibility to public / "anyone can see" so recruiters & employers can find you. (It's likely a potential employer will reach out to you via LinkedIn inmail.)

7. Network & Connections

- Reach out to people to grow your network: aim for 50+ connections as a baseline.
- Connect with people in your industry, alumni, past colleagues, even PN Personnel.
- Personalise your connection requests ("Hi ___, I see you work in ___; I'm interested in learning more / exploring opportunities...").

8. Engagement & Content

- Be active: like, comment, share content related to your field. Comments > likes.
- Post occasionally, talk about insights, projects, learnings. Quality over quantity.
- Try posting in different media, photos, carousel posts and use video.

9. Clean up your Digital Footprint

- Google yourself. What comes up? Remove anything unprofessional.
- Ensure your LinkedIn profile matches your CV.
- Adjust privacy settings for other social media. Anything public can be viewed by potential employers.

Quick Profile Checklist

Item	Yes ✓ / Need Updating
Profile photo & banner	
Custom URL	
Headline with keywords	
Strong About / Summary	
Experience with achievements	
At least 5 relevant skills	
1-2 recent recommendations	
Contact details & visibility public	
50+ meaningful connections	
Regular engagement / posting	

Achieve the above and your LinkedIn profile will be polished, searchable, and ready to impress.

Connect in with us and don't forget to follow [PN Personnel](#) for updates.

Good luck!