

APPLICATIONS GUIDE

# LINKEDIN AND APPLICATIONS



# LinkedIn and applications

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Social media has now become an integral part of researching information, job searching and extending your personal network.

LinkedIn is the world's biggest professional networking platform used extensively by organisations, students and graduates. If you are not familiar with LinkedIn, explore [LinkedIn for Students](#).

## **Your profile**

Create your profile using the online instructions. Remember that this is likely to be how you make a great first impression and create a professional online presence. Your profile is like your online CV which highlights your education, skills and experience.

Upload a professional photo as your profile is much more likely to get viewed.

## **Researching Organisations**

Most organisations will have a company page where you can find out more about them including their culture, values and any opportunities.

Consider taking part in relevant discussions to show that you are motivated, interested and well informed.

Looking at profiles of existing employees can provide some invaluable insights into how to develop your own profile and potential career development opportunities.

## **Exploring and joining Groups**

Take the time to explore what professional bodies, groups and forums are already established on LinkedIn. There are likely to be groups for most sectors and career areas.

Joining groups could enable you to develop your network, keep up to date with news and any developments and also be made aware of job opportunities.

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### **Making connections**

LinkedIn is very effective networking tool and used extensively by job seekers to explore the “hidden job market” (jobs that are not advertised).

When approaching an employer, always personalise your request with a message and ask for help, advice or information but not a job!

If you would like help and advice on how to start to develop your LinkedIn profile and/or how to use it to enhance your job search, get in touch with Careers who will be happy to help.

See our Hot Tips leaflet, '[Social media: building your online presence](#)'.