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Careers Advisory Service

Quick Tips 11



LinkedIn for Students

Quick Tips 11 LinkedIn for Students

Getting started with LinkedIn helping you create a professional presence, connect with industry leaders, and kickstart your career journey.

LinkedIn is the world's largest professional networking platform, with over 800 million users globally. For students, it offers a valuable opportunity to build a professional identity, connect with industry professionals, and explore career opportunities before even graduating.

Many students think LinkedIn is only useful after getting a job, but starting early gives you a strong advantage. Whether you are looking for internships, part-time roles, or simply exploring career options, LinkedIn helps you position yourself for future success.

Why Should Students Use LinkedIn?

LinkedIn is more than just an online CV. It is a platform that helps you grow professionally and connect with opportunities. Here's how it can benefit you:

Connect with Recruiters

Recruiters actively use LinkedIn to search for potential candidates. A well-built profile increases your chances of being discovered for internships, placements, and graduate roles.

Build Your Network

You can connect with classmates, lecturers, alumni, and professionals in your field of interest. These connections can provide insights, advice, and even future opportunities.

Research Companies

LinkedIn allows you to explore companies, understand their work culture, and stay updated on their latest developments. This is especially useful when preparing for applications or interviews.

Stay Updated with Industry Trends

By following companies, professionals, and topics, you can keep up with industry news, helping you stay informed and relevant.

What Can You Use LinkedIn For?

LinkedIn offers multiple features that support your career development:

- Professional networking: connect with people in your field
- Job search: discover internships, part-time roles, and graduate jobs
- Learning platform: access courses to develop new skills
- Industry insights: stay updated with trends and news
- Direct messaging: reach out to professionals and recruiters

Creating a Strong LinkedIn Profile

You don't need years of experience to build a good LinkedIn profile. What matters is how you present your current journey.

Add a Professional Photo

Choose a clear, friendly head-and-shoulders photo with a simple background. You don't need a professional photoshoot; however, make sure you look presentable and approachable.

Write a Strong Headline

Your headline appears under your name and is one of the first things people see.

Instead of just stating your degree, include:

- Your field of study
- Your interests
- Your career direction

Example:
"Accounting Student | Interested in Audit & Finance | Aspiring Financial Analyst"

Tell Your Story (About Section)

Your "About" section is your opportunity to introduce yourself.

You can include:

- What you are currently studying
- Your interests or career goals
- Key experiences or skills
- What opportunities you are looking for

Keep it simple, clear, and authentic.

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Showcase your experience and achievements and understand that even small experiences can make a big impact.

You can include:
- Part-time jobs
- Internships
- Academic projects
- Volunteering
- Student societies or leadership roles

The key is to explain what you did and what you learned. Focus on skills such as communication, teamwork, leadership, and problem-solving.

Highlight Your Skills
LinkedIn has a dedicated section for skills. Adding relevant skills helps recruiters find your profile.

Types of skills to include:
- Personal skills: communication, organisation, teamwork
- Technical skills: Excel, Canva, coding, data analysis
- Field interests: marketing, finance, IT

Choose skills that reflect your strengths and career interests.

Add Achievements and Activities
Stand out by including:
- Volunteering experiences
- Awards or recognitions
- Leadership roles
- Competitions or projects

These show your initiative and personality beyond academics.

Optimise Your Profile with Visuals
A strong profile is not just about text; it's also about presentation.

Profile Photo
Keep it professional, clear, and friendly.

Background Banner
Use an image that reflects your interests or field. This could be:
- A professional design
- A meaningful quote
- A project or activity you are involved in

This helps make your profile more engaging and memorable.

Get Endorsements and Recommendations
Endorsements and recommendations add credibility to your profile.
- Endorsements: quick validations of your skills
- Recommendations: written testimonials from lecturers, supervisors, or colleagues

Do not hesitate to request them, as they help build trust with employers.

Translate Skills into Real Value
Instead of just listing your skills, show how you used them.

For example:
- Did you lead a group project?
- Did you organise an event?
- Did you improve something or solve a problem?

Employers are interested in how you apply your skills in real situations.

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Use LinkedIn effectively to build connections, highlight your achievements, grow your skills, and open doors to exciting career opportunities.

Grow Your Network

LinkedIn is all about connections. Start with people you know, then expand gradually.

You can connect with:

- Classmates and friends
- Lecturers and tutors
- Alumni
- Recruiters
- Professionals in your field

When sending a connection request, include a short and polite message to introduce yourself.

Learn from Others' Career Journeys

LinkedIn is a great tool for exploring career paths. Search for roles you are interested in and look at:

- What people studied
- Their career progression
- Skills and certifications they have

This helps you understand how to plan your own career journey.

Follow Companies and Organisations

Follow companies you are interested in to:

- Stay updated on job opportunities
- Learn about their latest news
- Understand their work and culture

This knowledge can help you during applications and interviews.

Start Posting and Engaging

LinkedIn is a social platform, so being active is important.

You can post about:

- Academic achievements
- Projects or coursework
- Internships or part-time jobs
- Events or workshops
- Skills you are learning

You do not need to post frequently; even occasional updates can increase your visibility. You can also:

- Like posts
- Comment thoughtfully
- Share useful content

Use LinkedIn for Learning

LinkedIn also offers learning opportunities through online courses.

You can:

- Develop new skills
- Gain certifications
- Improve your knowledge in specific areas

Adding these to your profile strengthens your credibility.

Practical Tips for Students

- Spend 10–15 minutes a week on LinkedIn
- Update your profile regularly
- Use relevant keywords to improve visibility
- Engage with content in your field
- Reach out to professionals for advice

Consistency is more important than perfection.

Start Now and Grow Over Time

You do not need to wait until graduation to start using LinkedIn. The earlier you begin, the more time you have to build your network, develop your profile, and explore opportunities.

LinkedIn is not about having everything figured out; it is about showing your journey, your interests, and your willingness to learn.

By taking small steps consistently, you can build a strong professional presence that supports your future career.

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