

Your Personal Professional Brand

LINKEDIN WORKBOOK

Use this workbook to:

- **Think about your CV**
 - **Prepare to set up / update** your LinkedIn profile
 - **Apply** best practice to profile
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SECTION 1: Your Profile

Name (full name)

Profile Picture

Use this app to perfect your profile picture

<https://pfpmaker.com/>

Header Photo

Do you have a landscape/horizontal photo that you can add that reflects the professional you – this can include a coastal photo, mountain or landscape where you love to walk or it could be an ‘action shot’ of you

Headline

This is your job title or statement of purpose e.g. REStart Programme Student / Graduate; Hospitality Entrepreneur Stepping into Employment; Pharma Professional Seeking New Opportunities; Tech and Behavioural Data Professional; Retraining as a Life Coach; Experienced Legal Secretary;

SECTION 2: Your About Section

Also known as your Executive Summary, this section should tell a story about the personal professional you. Aim for 200 words, but go further if you wish. Here are some statements for inspiration.

- >Skilled in
- > Experience in
- >Delivering results in
- > Working as part of a team I am
- >Life-long learner
- > Looking for new opportunities in the following areas
- > Under pressure I am

SECTION 3: Experience

This is the section that you add in your work experience with the most recent first

Job title, organisation, from XXXX to XXXX
Job title, organisation, from XXXX to XXXX
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SECTION 4: Education

In this section you include your education (2nd/3rd level or further education and training)

SECTION 5: Other Sections

Include other sections here that are relevant to you.

- Licences and Certifications – the REStart Programme for example can be included here
- Courses you completed
- Awards you have achieved
- Volunteering experience

- Skills

SECTION 5: Connecting

To connect with individual and companies first search for them. Search for

1. Individuals – connect with them with a personal message
2. Companies – follow them
3. Hashtags – follow them

Write a list of people, organisations and hashtags relevant to your interests.

SECTION 6: Posting

Now it's time to post. Think about:

- Topics that interest you
- Sharing other people's posts
- Sharing links from websites
- Storytelling life and work and business experience
- Talk about what you know, share insights and valuable content

You can add photos, links, PDF documents and videos on LinkedIn.