# EMPLOYABILITY TOOLKIT – LINKEDIN PROFILE

*This task is one of an integrated but adaptable set developed by the Careers and Employability team for Flinders University educators to improve student preparedness for the 'world of work'. Use it as the basis for an assessment, non-graded assessment, or activity. Further information and the full framework is* [*located here*](https://staff.flinders.edu.au/learning-teaching/employability-toolkit)*. Topic Coordinators are welcome to adapt these to purpose.*

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| --- | --- |
| **Task** | LinkedIn Profile |
| **Task type** | LinkedIn profile and navigation |
| **Length** | Create Profile (including 200 word ‘About’ section) |
| **Learning outcomes\*** |  |
| **Employability skills** | Digital literacy, initiative and enterprise, career management, communications, initiative |
| [**Employability Toolkit Category**](https://staff.flinders.edu.au/learning-teaching/employability-toolkit) | Foundational work |
| **ABCD\*\*** | Career building: students will improve on abilities to seek, obtain/create and maintain work (C7, P4) |

*\*Topic Coordinator to map to learning outcomes; \*\*Mapped to* [*Australian Blueprint for Career Development*](https://cica.org.au/wp-content/uploads/Australian-Blueprint-for-Career-Development.pdf)

## Task Objectives

* Create a professional LinkedIn profile
* Effectively navigate the LinkedIn user interface, joining groups and making professional connections

## Task Rationale

LinkedIn [www.linkedin.com](https://www.linkedin.com/) is a social media channel for developing professional networks and career development. It is also emerging as a powerful recruitment tool. With a LinkedIn profile you can showcase your skills, education, experience and awards and identify and connect with employers, in turn building your professional network and personal influence; improving your employability; and helping understand more about your sector.

## Task Description

For this task you will create a LinkedIn profile.

Much of a student resume can translate across to LinkedIn. However, LinkedIn allows for a more engaging and informal style (while still maintaining professionalism).

In your profile you must have:

1. A colour photograph representing you as a professional
2. Engaging/creative/inviting background image relevant to you as a professional
3. A headline
4. A summary of your personal attributes and skills in the About section (approximately 200 words)
5. A list of your education, work experience and achievements
6. Connections to at least ONE group and at least FIVE people relevant to your sector/career development

## Resources

Consult examples of [LinkedIn profiles, checklist, and tips for tailoring profiles](https://careerhub.flinders.edu.au/students/infoPages/detail/17/linkedin-central) available on Career Hub as well as this [LinkedIn Learning](https://www.linkedin.com/learning/learning-linkedin-3/set-up-a-new-linkedin-account-2?u=91211066) resource.

## Items to note

* You will need to ‘connect’ with your Topic Coordinator over LinkedIn to enable assessment
* If you have a principled reason for not wanting to create a LinkedIn profile then you can complete the equivalent tasks above in a Word document. You can still create a LinkedIn account to view other profiles – use an alias if you do not wish your profile to identify you.

## Information for Topic Coordinators

It is important to emphasise the value of maintaining and curating a LinkedIn profile as study and careers progress. Ideally students will have a resume prior to completing their LinkedIn profile as much of the information can be translated across. As with the resume, students should look to build in and elevate sector-related experience as they move through their degree, customising their profile and professional offering to their chosen sector.

**Job Hacks sessions**

The Careers and Employability team also run regular [Job Hacks sessions](https://careerhub.flinders.edu.au/students/infoPages/detail/275) on preparing a LinkedIn profile, open to all students. With sufficient notice, these sessions may be aligned with teaching or students may be encouraged to book into a session outside of teaching. Contact the Careers and Employability Service [careers@flinders.edu.au](mailto:careers@flinders.edu.au) or 8201 2832 if you would like to discuss options.

# LinkedIn Tips & Checklist

|  |  |
| --- | --- |
| **The Headline** | |
| * Captures attention * Reflects your career goals/aspirations * Compare ‘XYZ student at Flinders University’ (so are a lot of other people – to – ‘Flinders University XYZ student aspiring to contribute to …’/’Flinders University XYZ student with experience in ABC’. |  |
| **Summary** |  |
| * Clear, concise and professional ‘story’ that inform others of your career journey to date, what motivates you, your skills, and what’s next. * Summarises your education, employment and other relevant aspects of your professional life, you can begin to build the foundations of your profile. * Is broad enough to cater to a variety of professional paths you may pursue |  |
| **The Photograph** |  |
| A picture speaks a thousand words. A well-chosen photograph can create a great first impression; and vice versa – consider the professional image you wish to convey if a prospective employer finds you in a search.   * You are dressed professionally * Head and shoulders shot where you are looking at the camera * Plain background that is not distracting * No selfies |  |
| **Education, tertiary, certificates, professional development** |  |
| * Full and formal title degree and course titles included and training provider * Includes Awards and achievements, relevant highlights (use bullet points) * If you include GPA, show /7 (e.g. 5.5/7 GPA) |  |
| **Experience** |  |
| * Showcases your experience, including any course placements * Uses action verbs (managed, administered, delivered) * Includes brief details of any casual employment/prior career experiences with a focus on the transferable elements to the next phase of your career |  |
| Volunteer experience and causes | |
| * Actively described * Includes community, sporting, cultural, fundraising and other engagement activities |  |
| **Interests** | |
| * Following relevant companies, groups, news and more. |  |
| **More** |  |
| * There are also sections for Accomplishments (including) Honors and Awards, projects, courses Skills and Endorsements (consider strengths highlighted on placement), Recommendations etc. * Where applicable photos, documents and videos can be included (be mindful of course of confidentiality in your work!) |  |