ual: london college of fashion

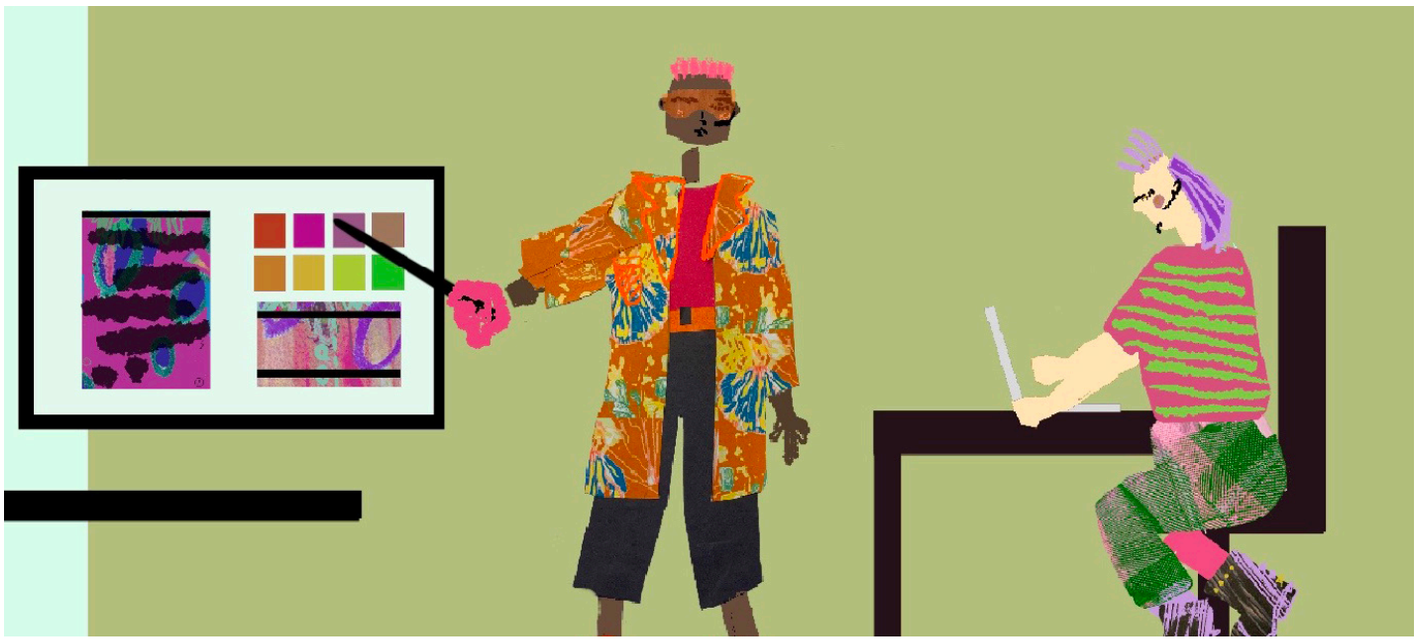


Illustration by Priscilla Fung



How to create a strong LinkedIn profile

LinkedIn cab be a powerful tool for networking and finding job opportunities. This guide will help you in creating a LinkedIn profile that will stand out to employeers.

How to write your LinkedIn profile

Start strong with Profile & Background photos

Visual elements play a significant role in successful first impressions. Your profile photo should be a recent headshot which clearly shows who you are. Be creative with your background photo and think about reflecting your personal brand story through this image. Make use of the LinkedIn #OpenToWork frame which can be applied to your profile photo. This shows your network and lets recruiters know that you're open to new job opportunities. See here for instructions on how to use this feature.

Captivate employers with an engaging Headline

Headlines are the first words viewers see other than your name, so make it count. Keep it concise using key words to target the opportunities you're looking for or values you feel strongly about.
E.g. LCF Fashion Marketing Graduate | Content Creator | Social Media Copywriter

Boost your awareness with a personalised URL

Not only can a personalised URL raise your profile in SEO searches, but this gives a professional finish when sharing your link. If your full name has already been taken, think about adding the sector of industry you're involved in.
E.g. www.linkedin.com/in/john-smith-fashion-design

Go in-depth with your Experiences & Education

CVs can sometimes restrict content to just one page. However, on your LinkedIn profile you can elaborate further on each of your experiences and story tell. Use bullet points to summarise your achievements and role description. If you're looking for opportunities in a field you don't have previous experience in, refer to any course modules or skills you've gained. Use key words to display your knowledge of that field.

Showcase your personal brand story in Summary

Your Summary section is where you can really sell yourself as a professional. Highlight your accomplishments and share your future ambitions. Here you can also target specific companies by including key words used in the job requirements section of your desired companies' vacancy listing.
Top key words examples: creative problem-solver, cross-team collaborator, highly developed communication and leadership skills

Build your network to widen your opportunity pool

Start by syncing your contacts book to LinkedIn and connect with people you already know including friends, classmates, course alumni and work colleagues. Begin to connect with people of interest, including Talent Acquisition team members of companies you admire as they are likely to post about new job openings. Work towards achieving the coveted “500+ connections” badge on your profile.

List 10 Skills and get them endorsed

Think about your strongest and most relevant skills that emphasise your talents. These can be both technical and transferrable skills which will appeal to recruiters in your chosen field. Get your tutors, classmates and colleagues to endorse your skills and in return endorse them back.

Receive and give recommendations

A recommendation is a commendation written by a LinkedIn member to recognise your work and skills. You can ask your connections to write a recommendation of your work that you can display on your profile.

Location, Location, Location

Make sure to add the city where you are based or studying to help people identify your current location. If you’re aiming to relocate and want to appeal to upcoming job openings in that area, change your location ahead of time.

Like, comment and share relevant content

Just like other social media platforms, engagement is everything. Take time to interact with the latest content posted in your feed by connections and followed groups. This helps boost your profile’s visibility. You can also create your own posts to reflect your learnings, values and achievements.

Useful Links

- LinkedIn Learning: Rock Your Profile
- Careers in Fashion Podcast: Improve your online presence with LCF alumni



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