



LINKEDIN ESSENTIALS

A POWERFUL TOOL FOR YOUR JOB SEARCH
AND CAREER GROWTH.

LinkedIn helps you connect with the right people,
showcase your skills and find opportunities.
Use it the right way to open doors. ❤️

IN THIS GUIDE

- ✓ Build a strong profile
- ✓ Grow your network
- ✓ Use LinkedIn to find opportunities
- ✓ Content that gets you noticed
- ✓ Top tips to remember

1. BUILD A STRONG PROFILE



USE A PROFESSIONAL PHOTO
A clear, friendly photo makes a great first impression.



WRITE A STRONG HEADLINE
Go beyond your job title. Highlight what you do and the value you bring. Example: "Support Worker | Helping People Thrive | Passionate About Making a Difference"



CREATE A COMPELLING SUMMARY
Tell your story. Highlight your skills, experience and what you're looking for.



SHOWCASE YOUR EXPERIENCE
List your roles with achievements, not just duties. Use bullet points and numbers where possible.



ADD YOUR SKILLS
Add relevant skills and endorse others. This helps you appear in more searches.



GET RECOMMENDATIONS
Recommendations build trust and credibility. Ask colleagues or managers.

2. GROW YOUR NETWORK



CONNECT STRATEGICALLY
Connect with people in your industry, former colleagues, employers and training providers.



PERSONALISE YOUR INVITES
Always add a short, friendly message. Tell them why you'd like to connect.



ENGAGE WITH YOUR NETWORK
Like, comment and share posts. Engagement keeps you visible and builds relationships.



JOIN RELEVANT GROUPS
Join groups in your industry or local area. Participate, ask questions and share insights.



ATTEND EVENTS
Look out for LinkedIn Events (online and in-person) to meet new people and learn.



KEEP IN TOUCH
Check in with your connections regularly. Relationships create opportunities.

3. USE LINKEDIN TO FIND OPPORTUNITIES



SEARCH SMART
Use keywords, location and filters to find the right jobs.



TURN ON JOB ALERTS
Get new job opportunities sent straight to your inbox.



FOLLOW COMPANIES
Stay updated on company news, jobs and culture.



LOOK AT WHO'S HIRING
Check company pages and see who works there – you might spot connections.



USE THE 'OPEN TO WORK' FEATURE
Let recruiters know you're open to opportunities (you choose who can see it).



APPLY DIRECTLY
Many jobs can be applied for directly on LinkedIn.

★ 4. CONTENT THAT GETS YOU NOTICED

- ✓ Share your knowledge and experiences.
- ✓ Post about your achievements and learning.
- ✓ Comment on posts in your industry.
- ✓ Share useful articles and resources.
- ✓ Be authentic, helpful and positive.
- ✓ Consistency builds your personal brand.



💡 5. TOP TIPS TO REMEMBER

- ✓ Your profile is your digital CV – keep it up to date.
- ✓ Be professional in everything you post and share.
- ✓ Quality connections are better than lots of connections.
- ✓ Don't just take – give support and value to others.
- ✓ Stay active and visible.
- ✓ Opportunities often come through people, not just job ads!



LinkedIn is not just about looking for jobs,
it's about building your future.
Your network is your net worth. ❤️

♥️ REMEMBER



- ✓ Be visible.
- ✓ Be valuable.
- ✓ Be you.

Great opportunities
start with great
connections.
❤️