OPTIMISE YOUR LinkedIn PROFILE
How to get started

• Choose a photo of yourself with a neutral background that reflects your professional identity. This should ideally be a close-up taken specifically for the purpose.

• Fill in your professional headline with the title of your degree programme and preferably some key words describing your most important skills.

• Edit your LinkedIn web address and copy it into your e-mail signature.

• Describe your professional approach using a personal style and an ordinary text (approx. five lines) in the summary statement. For example, start with “I can help companies/organisations to…” and then describe both the specific value you can create for your future employer and the positions you can hold. End your summary by listing your specific work skills as bullets and relevant contact details.

• Fill in your experience. List your areas of responsibility, particularly the results you have achieved while gaining the respective study or work experience. Show examples of your work if you like. You can also fill in specific projects and voluntary jobs, if applicable.

• Collect recommendations from former managers, business partners, colleagues and/or professors, if relevant. Start by collecting names of potential references for interviews.

• Fill in education and related subjects. You can link to a detailed description of your educational program.

• Like status updates, share interesting relevant posts with your network, and join relevant groups and discussions.

• Find and follow companies that interest you. Always check the company’s profile and find out how to contact a relevant person in the company to obtain information before writing a potential application.

• Check your educational institution’s LinkedIn page. Explore the career prospects and opportunities your education offers through the alumni function.

Enjoy and good luck with LinkedIn!

For more information, please check the Job and Career pages on your study site on KUnet.dk - or contact the study- and career counsellors at your faculty.