

**GET CONNECTED  
WITH LINKEDIN.**

**WORK CONNECT**  
[careers.govt.nz/workconnect](http://careers.govt.nz/workconnect)

Tertiary Education  
Commission  
Te Amorangi Mātauranga Matua



# Introduction to LinkedIn

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LinkedIn is a professional online network designed for business and employment purposes. Like Facebook, LinkedIn allows users to create their own profile about themselves and connect with other people.

However, there is a major difference between the two social media platforms.

- Facebook is about communicating your daily activities and connecting with friends and family.
- LinkedIn is a professional network about communicating your knowledge, skills and career interests to connect you with other professionals in a particular industry.

## Why join LinkedIn?

- One in four people in New Zealand are on LinkedIn (2015), which makes it a good opportunity for networking.
- 66% of recruiters in New Zealand use LinkedIn in their recruitment process (2015).

## What are the benefits of having a LinkedIn profile?

- You can control your professional brand. Ideally, if someone searches for you online your LinkedIn profile is the first link that comes up.
- You can easily let recruiters across New Zealand know you are looking for work.
- LinkedIn enables you to connect with professionals in your field in New Zealand and internationally.
- You gain access to a broader network of people than you would normally meet in your everyday activities.

### Sources:

- Seth James Heynes, 'LinkedIn for Personnel Recruitment and Selection: A New Zealand perspective (Thesis, Master of Applied Psychology)', 2015.
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# LinkedIn tips

**Profile photo:** Professional and clear so people can recognise you.

- Headshot only
- Wear professional business attire
- Smile
- Have a plain background



Arjun Kumar

ICT Service Desk Specialist | Technical Analyst  
New Zealand qualified | Exceptional Customer service  
Wellington & Wairarapa, New Zealand

Add profile section ▾

More...

## Headline:

- May include: titles of jobs you are looking for, what you're studying, status of your study, your current position, a skill or attribute you're proud of.

### Examples:

- > Marketing student | Graduating 2019 | Teamwork focused | New Zealand work experience
- > Office and project administrator | Customer service focused | Word and Excel specialist

**Location:** Current location – not where you came from.

I'm an enthusiastic and energetic Technical Analyst with four years experience in complex IT environments across the UK and India.

My experience has included working across ICT hardware, software and on Windows and Linux platforms. I have experience with Symantec and IBM.

I'm especially committed to providing excellent service to clients and have a passion for problem solving by persisting with complex problems until they are resolved in a timely way.

I am dedicated to continuing my professional development by completing my Graduate Diploma in IT and attending ICT forums in Wellington and surrounding areas.

I'm very interested in connecting with other professionals in the field.

I have a real passion in ITIL certification and would like to specialise in this area in the future.

**Keywords:** Keywords will help make you more visible in search results. Look at other people in your field and their accounts to see what keywords they're using. Use a site like Google Trends and constantly be on the look out for keywords.

Edit pen, continue to add to your profile

Burger King®  
Delhi University  
See contact info

st | New service skills

Strategic Service Desk/  
years of experience working  
servicing clients in USA,

l responding to incidents  
are and networking systems  
orms through my roles at

providing an exceptional  
always gone the extra mile  
roblems to ensure they are

s learning and, in addition  
Diploma in IT, I regularly  
gton, New Zealand.

cting with ICT professionals.

and would be keen to  
future.

**Edit pen:** Your profile should be evolving, edit and update your profile when you do something new. Focus on your key skills, experiences and accomplishments, and put other details in the later sections.

**Summary:** Impress recruiters and employers with a brief overview.

- Your summary serves as a description of who you are, what you've experienced and achieved and what you're aiming for. It should also tell a story of you as a person and what you're interested in and passionate about. It's an opportunity to share your aspirations, explain how you can provide value and show some personality.
- Make sure all the information you include in the summary is relevant to the New Zealand job market.
- Check your grammar and spelling.
- **Passion:** Show what you are passionate about in relation to what you've studied or your desired job, for example, working with data, helping people, and creating content.
- **Experience:** Write about your work experience relevant to the field you want to work in. Include information on relevant full time, part time, or voluntary roles, projects and university activities (if you're an international student).
- **Skills and endorsements:** Focus on the skills that are sought after in the jobs you're applying for. Skills can be listed or written in a paragraph. Focus on the attributes that are valued in New Zealand. Attributes are the qualities that help you do your job, such as enthusiasm, patience, and a can-do attitude.
- **Future goal:** This could be your desired job or what you're looking for in your career. Make sure it's relevant to the New Zealand job market.

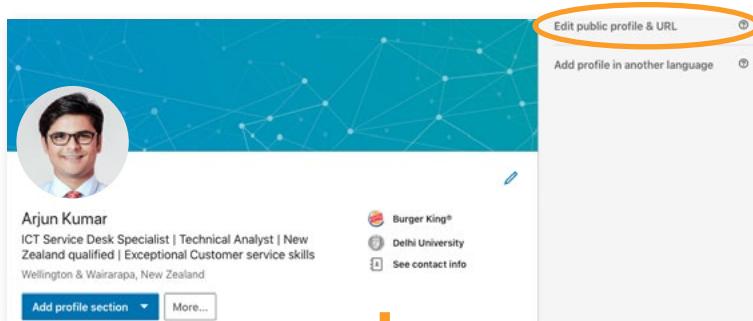
# Improve your chances of being found online

## Have a complete profile

According to LinkedIn, a profile with all the main sections included (profile picture, headline, location, summary, skills, experience, education and connections) is 27 times more likely to be found in recruiter searches.

## Make your profile public

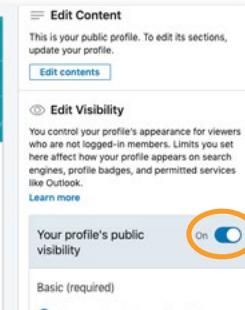
- From **your profile:** Edit public profile & URL
  - > Edit visibility



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Delhi University  
See contact info

Add profile section ▾ More...



Edit Content  
Edit contents

Edit Visibility  
Learn more

Your profile's public visibility  On

Basic (required)

## Update your experience and education

Click on the edit pen icon to update your experience.

Add experience X

Title \*

Company \*

Location

I am currently working in this role

Start Date \*  
Month  Year

Update my industry  
 Update my headline

Headline \*

Description

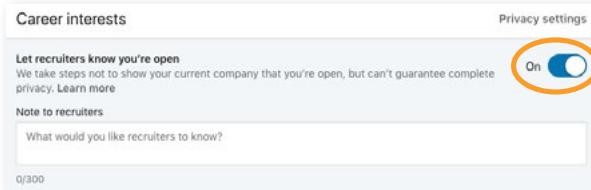
Media  
Add or link to external documents, photos, sites, videos, and presentations.

Share with network  
Off  If enabled, your network may be notified of job changes, education changes, and work anniversaries. [Learn what's shared](#)

- It is important to enter your accomplishments. Do not copy and paste from your job description, use words from your CV instead.
- Focus on some of the highlights, or the wins that you've had, so that it's a compelling reason to take a second look at the rest of your profile.
- Elaborate using bullet points and give specifics showing what you have achieved.

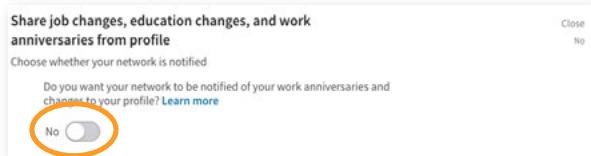
## Modify your career interest

- See Your **Dashboard > Career Interest**,
- Or go to **Setting & privacy > Privacy > Let recruiters know you're open to opportunities > Update**



## Be active

- Update your profile regularly by adding new experiences and skills.
- Avoid spamming your network by turning off the notifications of these updates.
  - > **Setting & privacy > Privacy > Sharing profile edit**



- Comment and like posts, keep the comments positive and professional.
- Join groups relevant to your industry. Find these by using the search bar.
  - > type keywords in the search bar > **press "Enter"** > **More > Groups**

Two screenshots of the LinkedIn interface. The left screenshot shows a search for 'technical analyst' in New Zealand, with the 'Groups' option circled in orange. The right screenshot shows the search results for 'Technical Business Analyst Forum' and 'Technical Analyst of Stock Market', both with member counts and brief descriptions. An orange arrow points from the search results on the right to the 'More &gt; Groups' section on the left.

## Expand your connections

- Ask people you know through work or study to connect with you on LinkedIn. They could include previous work colleagues, managers and people you've studied with.
- Once you're familiar with LinkedIn, consider connecting with people you've only met briefly by sending them a customised note introducing yourself. They could be people you've met at a networking event, or social event if they work in the same industry.
- If you want to connect with someone you don't know who works in your industry, spend more time customising your message to them. Because you don't have an established relationship, you need to convince them that connecting with you will be worthwhile.
- Consider connecting with people who have viewed your profile.
- If someone hasn't responded to your request to connect, don't chase them.

The image shows a screenshot of a LinkedIn messaging interface. At the top, there's a light blue header bar with the text "You appeared in 2 searches this week" and "3d". Below this is a "New message" window. The recipient is listed as "Gary Wilson" with an "X" icon to the right. The message body contains the following text:  
Hi Gary,  
  
I really enjoyed talking with you last night at  
the IT service management forum. I look forward  
to catching up with you again at a future event.  
  
Regards,  
Arjun

# Ways to increase your chances of being contacted

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## Tell a story

Your profile should reflect how you've changed over time.

- For each work experience, qualification and accomplishment, include a short description of the organisation you worked for, your role and what you accomplished.
- All parts and sections (headline, summary, experience, skills and background image) should create a consistent and clear representation about your personality and values.

## Get your skills endorsed

- Ask people for their endorsements after they've worked with you, and you've also endorsed their skills.
- Endorse the skills of other people often. These endorsements should be real – you do know them, and they do possess those skills.

The screenshot shows the 'Skills & Endorsements' section of a LinkedIn profile. It lists three skills:

- C++** - 18  
Endorsed by 15 of Arjun's colleagues at Symantec
- Distributed Systems** - 16  
Endorsed by 12 of Arjun's colleagues at [redacted]
- Multithreading** - 16  
Endorsed by 13 of Arjun's colleagues at [redacted]

- You can manage how you receive and give endorsements by changing the settings. This way your connections will be automatically prompted.

The screenshot shows the 'Endorsements' settings dialog. It contains three settings with toggle switches:

- I want to be endorsed (Yes)
- Include me in endorsement suggestions to my connections (Yes)
- Show me suggestions to endorse my connections (Yes)

## Ask for recommendations

Ask your connections for a recommendation, which is a personal testimonial written about someone, their skills and abilities.

- Choose people who know you well, such as co-workers, colleagues and managers.
- Ask them at the right time such as after you've finished a successful project with them.
- Make it easy for them. Send them the link and give them some ideas on what to write.
- Send them a thank you note afterwards.
- Write recommendations for other people.

The screenshot shows a 'Recommendations' section on a LinkedIn profile. At the top, there are two tabs: 'Received (5)' (underlined) and 'Given (8)'. Below the tabs, there is a card for a recommendation from 'Sam Sagar' (Developer/Programmer). The card includes a small profile picture of Sam, his name, title, and a short testimonial: 'Arjun is an excellent Technical Analyst. He has the ability to prioritise, work under pressure and is always willing to support others on difficult tasks. I wish him all the best in his future endeavours.'

## Add more diversity to your accomplishments

As well as certificates, honours and awards, you can add any courses and projects you have completed.

The screenshot shows the 'Add profile section' dialog box on a LinkedIn profile. The dialog lists various sections with checkboxes and plus signs for adding content:

- Intro**: A dropdown menu with options like 'Edit profile' and 'More...'.
- Background**: Includes a checkbox for 'List your published work and be found'.
- Skills**: Includes a checkbox for 'Showcase your innovation and expertise'.
- Accomplishments**: Includes checkboxes for 'List coursework from your prior or continuing education', 'Add compelling projects to demonstrate your experience', 'Feature the recognition you've earned', and 'If you excelled in an exam, you can list your score here'.
- Publications**: Includes a checkbox for 'List your published work and be found'.
- Patents**: Includes a checkbox for 'Showcase your innovation and expertise'.
- Courses**: Includes a checkbox for 'List coursework from your prior or continuing education'.
- Projects**: Includes a checkbox for 'Add compelling projects to demonstrate your experience'.
- Honors & Awards**: Includes a checkbox for 'Feature the recognition you've earned'.
- Test Scores**: Includes a checkbox for 'If you excelled in an exam, you can list your score here'.

At the bottom of the dialog, there is a 'Show less' button and a close 'X' button.

## Ask for feedback

Get feedback about your profile from other professionals on LinkedIn.

## Adjust your skills

- Find some job descriptions you like using the search bar
  - Click on the search bar > **Jobs** > Type the keywords > **Press "Enter"** > Click on the jobs
- Match your skills to these job descriptions, and use this as a guide to adjust your skills to match the jobs you want to do.

The screenshot shows a LinkedIn job listing for a 'Technical Support Analyst' position at 'Payment Express' in 'Auckland, New Zealand'. The job was posted 3 weeks ago and has over 200 applicants. The listing includes a description of the role, key objectives, and a skills section. There are 'Save' and 'Easy Apply' buttons at the top right.

**Technical Support Analyst**

Payment Express • Auckland, New Zealand  
Posted 3 weeks ago • Over 200 applicants

Save Easy Apply

The Payment Express Auckland office is now seeking a Technical Support Analyst to join the team.

**Key Objectives:**

- Providing first-level contact and problem resolution for customers with hardware, software and application problems.
- Demonstrate efficient work practices to ensure objectives and service level agreements (SLAs) are met.
- Contribute and deliver high quality technical support through thorough analysis of technical problems.
- Provide project support for implementation strategies: work closely with project leads to provide high quality project delivery within

**How you match**   
Criteria provided by job poster

**Skills**

- Analytical Skills
- Technical Support
- Teamwork
- Communication
- High degree of initiative
- Problem Solving

# Offline

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## Build an offline network

Talk to people you're connected with on LinkedIn and ask them out for a coffee to develop your network. (See our resource on how to conduct an informational interview.)

## Simplify your LinkedIn URL

Simplifying your URL will make it easier to access your profile when you put the link into your CV.

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Burger King®  
Delhi University  
See contact info

Add profile section More...

Edit URL  
Personalize the URL for your profile.  
www.linkedin.com/in/arjun-kumar-a62b

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

Cancel Save

Edit URL  
Personalize the URL for your profile.  
www.linkedin.com/in/arjun-kumar

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

Cancel Save

Now, you can put this in your CV

# LinkedIn profile checklist

---

Use this checklist to make sure your LinkedIn profile is complete and represents you well for the New Zealand job market.

Yes      No

---

Is your profile visible to others?

Before updating your profile, have you switched off "Sharing profile edits"? You can turn this back on once you've updated your profile.

---

Have you completed all the main sections?

- Profile picture
  - Headline
  - Location
  - Summary
  - Experience
  - Skills & endorsements
  - Education
- 

Have you uploaded a professional profile picture (headshot, plain background, smiling and wearing professional business attire)?

---

Have you written a headline that clearly describes what you have to offer New Zealand organisations?

---

Have you written a summary that covers your passion for your work, experience, skills, and future goals?

---

**Yes      No**

Does your profile include skills and experiences that are relevant to the New Zealand job market?

Does your profile include keywords that are relevant in your field?

Have you identified at least five skills?

Is your profile free of spelling and grammar mistakes?

Will your profile appeal to many potential New Zealand employers (not just one)?

Are you using New Zealand job titles and technical terms?

Does your profile include your contact details?

Have you switched on the section called "Let your recruiters know you're open to opportunities"?

Do you have a simplified URL (the link to your LinkedIn profile)?

Have you sent requests to people you know in current and past roles to connect with you?

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ISBN 978-0-473-47774-5 (Print)  
CS0172