

LinkedIn

success with LinkedIn

CVAC is a specialist independent CV and career advice site, we work only with accounting staff who are looking for specialists to assist them with their CV, job search or career advice.

In the following pages you will find advice and guidance on how to use LinkedIn to find the job you deserve.

LinkedIn

LinkedIn is the world's largest professional network with over 500 million members globally, and growing. Europe accounts for around 80 million, with over 20 million regular users in the UK.

If you are serious about looking for a job or changing the one you have, you need to be on LinkedIn, so that recruitment consultants, in-house recruiters and other HR professionals can find you.

Companies are increasingly using LinkedIn as part of their recruitment strategy. Their in-house recruiters and other HR professionals are very active on the site – posting updates and jobs, or searching for candidates. A typical timeline for a vacancy might be:

- Direct source candidates - weeks 1 to 2

- Release vacancy to PSL recruiters - weeks 2 to 4

- Release vacancy to other recruiters - weeks 4 plus

Typically, recruiters first look for candidates by searching their databases for registered candidates; then they search on LinkedIn. Finally, if necessary, they extend their search to candidates registered on job boards.

So, if you are on LinkedIn, you should be found by either a company or its recruitment agency.

Before you make any amendments to your LinkedIn profile, disable your activity broadcasts. This way, none of the changes you make will be visible, until you are ready to go public.



Profile

Give thought to how others will see you and, importantly, find you. Take your time – the more detailed and informative your profile, the better. Write it in the first person and complete all sections.

Photo

Use an up-to-date and professional image that is relevant to your target sector. It might seem obvious, but make sure you choose a headshot!

Name

Use your full name and don't use abbreviations or a nickname. Always capitalise the first letters of your name: Jane Smith is correct, jane smith is not.

Keywords

Use keywords in your Headline and in your Current Position. For example, if you are a credit controller with experience of working in the property sector, 'Credit controller with five years' property experience collecting from global business clients'.

URL

Customise the LinkedIn URL to make it easier for recruiters and others to find you.

Summary

Include your skills, highlights from your CV, experience and qualifications. Don't be too formal – your profile should be welcoming and memorable. Be proud of your achievements and briefly describe one or two. Include a contact number and email address.

Work experience

Detail your work experience, starting with your current or most recent job. Include the name of the organisation and location, and dates (month and year). For example:

Credit Controller
ABC Property Management
London
January 2012 to date

With regard to projects, be sensible! Do not describe projects that may be business sensitive or confidential. Do include projects that are relevant and free from business sensitivities.

Education

Include academic and professional qualifications.

Skills and endorsements

This section is perfect for highlighting your skills. Make sure you keep them up to date and relevant.

Other

If you speak another language, have lived abroad, have volunteer experience or similar, add this information to your profile; it could well give you a point of difference that a recruiter will remember.

Recommendations

Ask previous work colleagues, friends and professional connections for recommendations.

Connections

Connect with groups that are relevant to you; eg, professional organisations, accounting bodies, software groups etc.

Connect with organisations you would like to work for and with their in-house recruiters or HR professionals. Connect with recruitment consultants and their companies. Connect with previous work colleagues and friends. Search LinkedIn for people you know and connect with them.

Check

Check for spelling and grammatical errors, check again and, as a final check, ask someone to proof read it. Only then should you make your profile public.

Keep up to date

Add any new information to your LinkedIn as it occurs.

Promote yourself

Add a link to your LinkedIn profile on your email signature and, if relevant, other social media.



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