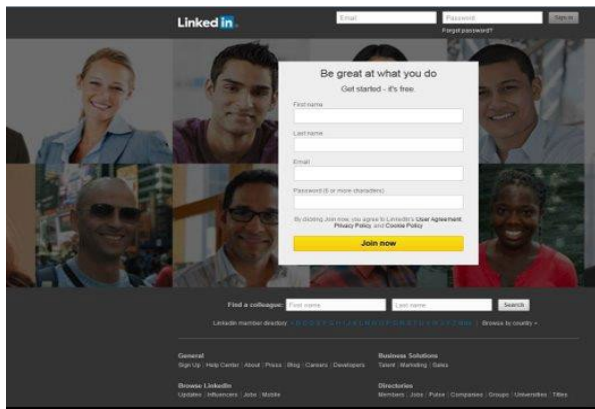


STEM Placements and Internships LinkedIn Guide

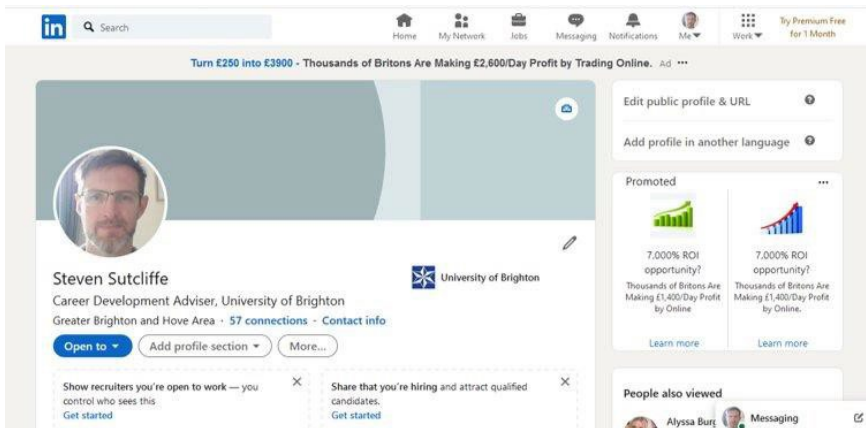
LinkedIn is a **professional networking website**, where you can create your own **profile**, including details about your degree and other education, your work experience, extra-curricular activities, skills, links to a portfolio, and more (a bit like an online CV). You can add people as connections (similar to adding friends on Facebook), and build your network of contacts. You can follow companies, keep up to date with industry news, join groups, and search for placements and internships! **Remember: LinkedIn is employment-related, so keep your presence professional**

LinkedIn is a prime destination for jobseekers looking to make contacts and find opportunities, and for employers looking to hire new talent ahead of their competition. Growing numbers of recruiters will look at your LinkedIn profile and other online information as part of their recruitment process



STEP 1:

Go to www.linkedin.com and register your details to create your account



STEP 2:

Create your profile, filling in each section (bio, employment, work and voluntary experience, etc.)

Include a professional-looking photo (see example, left)



STEP 3:

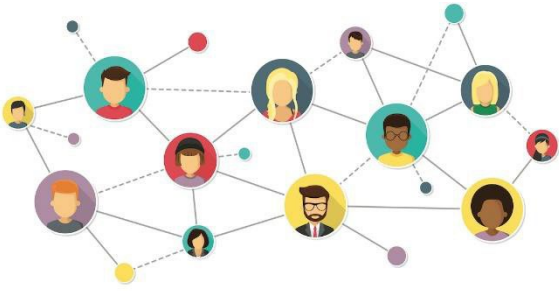
Add in your SKILLS (at least 3)

Think about what placement employers are looking for
Go further – demonstrate your skills with examples of your work , if possible and if relevant

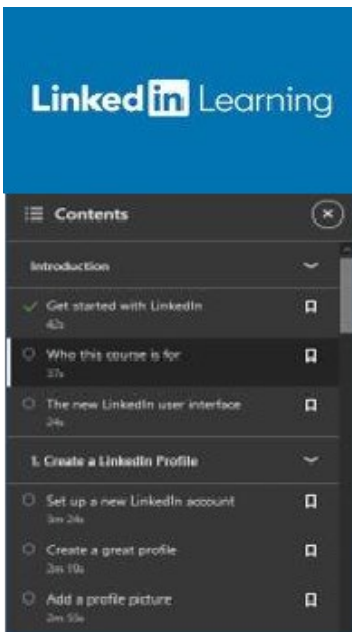
STEP 4:

Start Making Connections – Be Curious!

Start by following 5 relevant companies & 5 groups (i.e. University of Brighton Alumni, and groups related to your subject area, course, university, key interests, events) Make at least 5 connections (tutors, peers, placement contacts, previous and current work colleagues).
Add a link to your LinkedIn profile on your CV!



Get in-depth, step-by-step guidance on setting up your account using the 'Learning LinkedIn' video course:



- Go to the student LinkedIn Learning page below:

<https://www.brighton.ac.uk/brighton-students/your-learning/study-resources/linkedin-learning>

- Log in using your University details and search for the 'Learning LinkedIn' course

You will find further LinkedIn advice on the careers website here:

<https://www.brighton.ac.uk/careers/looking-for-a-job/find-a-job/using-linkedin/index.aspx>

REMEMBER!!!

EMAIL THE STEM PLACEMENT AND INTERNSHIP TEAM TO GET HELP OR ADVICE ON YOUR LINKEDIN PROFILE OR SETTING UP A NEW PROFILE AT stemplacements@brighton.ac.uk