



Building a successful LinkedIn profile

CAREER SUPPORT FROM TAL AND CAREER MANAGEMENT SERVICES

LinkedIn is a frequently used tool for today's recruiter, internal recruitment team or talent search professional. Understanding how to use LinkedIn and what makes a compelling profile could be critical for you in securing your next role.

As LinkedIn's membership grows, so does the competition for roles, which makes it even more important that you stand out from others in your field. A professional profile will encourage recruiters to contact you directly about opportunities, as well as enable you to actively engage with your industry network and apply for active jobs.

So how do you stand out from the crowd? With tone, style and visuals in mind, here are CMS' tips to optimise your LinkedIn profile.

HELPING YOU GET BACK INTO THE WORKFORCE

As a leader in the life insurance industry, TAL has always been focused on helping Australians through life's biggest challenges. In these challenging times, we understand it's not just lives, but also jobs and livelihoods that are at risk due to the economic impacts of COVID-19.

That's why TAL has partnered with Career Management Services (CMS) to provide resources, tools and expertise to super fund members if your employment has been impacted or you're facing uncertainty about your career and the job market because of the pandemic.

ABOUT TAL

TAL is a leading Australian life insurer, helping people protect what matters most in their lives for 150 years. Together with its partners, TAL provides life insurance and disability benefits to over 4 million Australians and in 2019, paid over \$2.3 billion in claims to more than 34,000 customers. TAL partners with leading superannuation funds to provide members with options to protect their future choices with insurance through super.

ABOUT CAREER MANAGEMENT SERVICES

CMS is a leading personalised career services provider that helps Australians transition into new roles based on their individual requirements and career needs. CMS have a comprehensive knowledge and understanding of the Australian job market, drawing on extensive experience in career transition support.

1

Choose a great headshot

A strong LinkedIn profile photo can make a big difference when you're being considered for a professional opportunity. Whether we intend to or not, we make judgements about how people are portrayed in pictures and the same is true for recruiters. When you're selecting your LinkedIn image, pick a shot where you look approachable and are wearing formal (or appropriate) clothing. Make sure it's a recent photo and that you're the focus of the picture.

2

Craft a winning summary

Think of your LinkedIn profile summary as an 'elevator pitch'. It should walk the reader through your work passions, unique skills and professional expertise, and should sound authentically like you. By focusing on your selling points, you'll demonstrate the value you can provide to an organisation. Your summary should entice the reader to click "see more" or connect with you to get the whole story. When talking about your expertise, accomplishments and skills, you can also weave in keywords to optimise searches that might attract recruiters to your profile.

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3

Use industry keywords

There are several places in your profile where you can add keywords, including the headline, summary, experience section, and skills and endorsements. Keywords throughout your profile are crucial helping your profile appear at the top of search results, particularly if recruiters are looking for the same keywords you're using. By researching, identifying and using common terms within your field or industry, you'll rank higher in search results, which can create new opportunities, optimise your connections, and contribute to a more professional profile.

4

Sell your successes

Recruiters are selective in the people they shortlist so you should highlight your accomplishments in both the summary and experience sections. You could include specific outcomes you've achieved to showcase your abilities. Recruiters want to see how you can add value to their business and your past performance may be a good indication of how you'll perform in the future. While personal achievements may be a true reflection of your hard-working nature, think about specific achievements that have directly impacted on the performance of the organisation.

5

Showcase your skills

When it comes to building a professional brand, pay close attention to skills and endorsements that are relevant to your desired industry or field. Your skills validate your expertise and they demonstrate your suitability for the role. Look at the skills you already have and compare them to those needed for your desired job. If you can see a match, highlight it. By including the right skills, you'll enhance your job search effort and rank higher in searches.

LinkedIn is a powerful tool for creating a professional online brand and accessing opportunities and networks to progress your career.

With many recruiters using LinkedIn daily, you want to make sure your online presence is giving you a competitive edge and you're making the most of the free professional networking tool.



TOOLS AND RESOURCES TO HELP YOU SUCCEED



Start your job search today

If you're feeling confident and ready to continue your job search, we're providing access to the **CMS job search portal**. Updated daily, new jobs and hiring opportunities are posted by sector or industry with technical and professional roles covered.



Need some extra support?

If you think you'd benefit from some personal advice, CMS' experienced consultants have recruited and coached through previous economic downturns and can provide tailored career, job search and career transition support. As a member of a TAL partner super fund, you can claim 10% discount on CMS services. Call **1300 588 088** and quote the special code **TALSUPPORT20** or click [here](#) to learn more.

