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# LinkedIn



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**Radboud Universiteit**



**Radboudumc**

# LinkedIn: Online networking

## Added value of LinkedIn

LinkedIn has worldwide more than 467 million accounts and more than 6 million in The Netherlands. There is thus an enormous chance that the person you would like to meet has a LinkedIn-profile. The biggest strength of LinkedIn is that you can see through whom you are able to get in touch with someone. This medium can be used to profile yourself, get in touch with interesting people, keep up-to-date with developments in your field of interest, and as a search engine.

## General tips

In order to profile yourself as good as possible, the following tips can be used:

- Make sure you are active on LinkedIn.
- Make sure your profile is visible.
- Be aware of the findability of your profile.
- Give as much information as possible, create a complete profile.
- 'Search Engine Optimize' your profile to ensure recruiters can find you.
- Give as much details as possible, this will provide you with better visibility and findability.

## How do I optimise my profile?

LinkedIn offers you the opportunity to let go of a 'maximum two page CV' and add all kinds of different information. The advice is to take advantage of the extensive possibilities that LinkedIn offers you to actually use to optimize your profile:

- Create a personal URL: [linkedin.com/in/<your name>](https://www.linkedin.com/in/<your name>) . You can adjust this on your own page when clicking the header 'Adjusting public profile and URL' on the top right.
- Add documents, a website, links, or a presentation to your profile.
- Create a 'catchy' heading.
- Use the first part of your header to describe your skills, your interests and/or what you want to achieve.
- Use a recent professional picture as your profile picture.
  - You look straight into the camera; make sure your body language is relaxed and open. This shows confidence.
  - You are using a photo which shows your face up close.
  - You are working with colour and create a quite background.
- Make sure your contact details can be found, at least your email address.
- Create a clear summary; this is your 'elevator pitch'.
- Mention your Unique Selling Propositions (USP's) in your summary.
- Which keywords are applicable to you? Make sure that these can be found in your profile (note: LinkedIn recognises EVERY work as a keyword).
- 'Show them, don't tell them': make use of results or examples in your profile.

- Make use of the different sections or paragraphs this medium offers you, such as projects or voluntary work.
- You are able to organise your skills and mention the most important ones first.
- There is an opportunity to create a profile in more than one language.
- Sharing profile adjustments: there is an option to notify your network of changes to a specific section of your profile (e.g. when you get a new job). This is possible by clicking 'edit profile' on or off.
- Ask someone from your work/study environment for a recommendation. Make sure you do this in a polite way.
- Become a member of (discussion) groups which are interesting for you (e.g. 'Career Orientation BMS groep' or the 'Loopbaanoriëntatie Geneeskunde groep', both from Radboudumc).

### **LinkedIn: online networking**

As a student or alumni of the Radboud University it is easy to find out what your peers or other alumni are doing. By entering 'Radboud University' in the search menu, you will be directed to the page of the university. In the section 'see all career insights' you will be able to discover which institutions hired alumni. It also works the other way around, where in the section 'alumni' you can discover in which companies and/or functions alumni are performing.

It is important to note that you can also see how you are connected with the people you will find. The second circle in your network is the most interesting one, since your first circle can introduce you to this second circle of (still) strangers to you.

### **Information you will be able to find**

Which information can you find on LinkedIn? Below a number of examples:

- Where people ended up with a similar background as you.
- How someone else's career path looks like.
- You come across organizations and functions that you did not know before.
- By clicking on a company logo, you will see all information regarding this company, including vacancies.
- By clicking 'see all employees' on a company page, you will be guided to profiles of employees working at this company.
- You can also search within a company page for profiles relevant to you.
- You will be able to discover who is working for HR or in recruitment, in other words someone who is able to tell you more about the recruitment and selection procedures within a company.
- You will discover who from the university / Radboudumc is working at the organization of your interest.
- You will find news items.

- All the information you will find, will help you to optimise your own profile. For example, which words people who are working in a company of your interests use in their headline or summary.

## Making connections

There are several ways to get in touch with someone via LinkedIn. If you approach someone, always explain how you received their contact details and what the reason is you want to connect.

## More information?

Would you like more information or do you want to check your CV/LinkedIn-profile? Check our website or make an appointment with the Career Service. The Career Service is available every Tuesday, Wednesday, and Thursday for career advice. On request, it is also possible on Mondays and Fridays.

W [www.radboudumc.nl/Careerservice](http://www.radboudumc.nl/Careerservice)

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E [careerservice.rha@radboudumc.nl](mailto:careerservice.rha@radboudumc.nl)

f Career Service Radboudumc Health Academy

in Loopbaanoriëntatie Geneeskunde

in Radboudumc Career Orientation BMS Radboudumc