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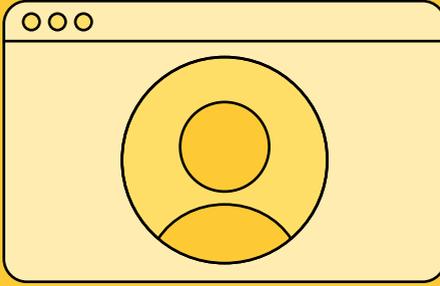


Linked In

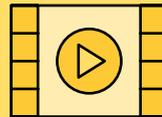
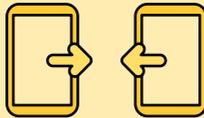
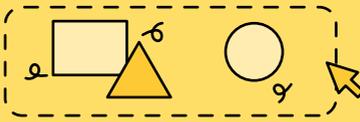
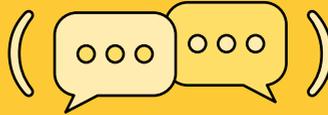


Learning Guide

Linked In



Learning Guide



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Careers & Employability
Empowering UAL students
and graduates to make a
living doing what they love

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arts.ac.uk/careers
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What and Why?



LinkedIn is described as the world's largest online professional networking platform. It is free to access. To create a profile you only need an email address.

LinkedIn gives its users an opportunity to showcase their experience, knowledge and skills and also allows users to upload their creative portfolios in different forms of media.

LinkedIn is a great platform for students who are interested in connecting and networking with other creatives and professionals, keen to learn a new skill, looking for inspiration or work opportunities.

In addition, all UAL students and recent graduates can access LinkedIn learning

Making It Accessible



It is important to consider how easy it is for others to understand and access what you are communicating to them throughout your professional journey. Thinking SCULPTURE is our way of ensuring we embed accessibility creatively.

Making It Accessible



Think **SCULPTURE**

- Structure** – does it flow?
- Colour and contrast** – is it clear?
- Use of images** – have you used a caption?
- Links** – do they work correctly?
- Plain English** – can you understand it?
- Titles** – is it laid out clearly?
- User testing** – have others reviewed it?
- Review** – check their feedback
- Edit and fix** – make any necessary changes

IP Insight



When uploading your projects from your portfolio or your full portfolio to any online platform, always take into consideration your Intellectual Property (IP) rights.

Carefully consider which projects you want to show, if you worked on them collaboratively, can you tag those you worked with?

If you are adding any media to accompany your experience, consider who has rights to and owns the final project outcome.

Find out more information on IP: creativeip.org

The Basics



Showcasing your experience, knowledge and skills (your online CV)

- **Profile picture**

Include a clear, professional photograph which conveys your personality, or if you would like it to be creative, consider using an image you are recognised by, for example a logo.

- **About**

This is the equivalent to having a personal statement. Your about section should introduce who you are, what your skills are, and what your achievements and ambitions are.

- **Experience**

Ensure you detail any work experience you want a prospective employer and other professionals to know. Unlike a CV for one specific role, you don't need to highlight specific skills, rather consider which skills you want to showcase – no matter how varied.

You can also attach media files to your experience

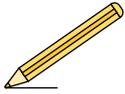
- **Education**

You can include your education history.

- **Skills and endorsements**

You can include a list of your skills as well as getting endorsements from other profile users you have worked with.

The Basics



Showcasing your work (your online portfolio)

- **Featured**

You can add links to your website, projects and articles on LinkedIn. This allows you to add your portfolio, or projects from your portfolio to show your creativity and skills. You can also add media files to your experience. Consider which projects from your portfolio you would like to highlight on the 'featured' section and which you would include for any specific work experience.

- **Articles**

You can write, share or comment on articles on LinkedIn, this is a great way for you to keep up to date with industry news, connect with other professionals and helps to boost your profile by making it more visible.

Connecting with others online

- **Connection**

You can send or accept requests to connect with professionals online. Similar to any online networking platform, you can select who to follow and LinkedIn will also make suggestions based on your activity. When connecting with others, send them a message to introduce yourself.

- **Interests**

You can follow influencers, companies, groups and schools via the interest section. You automatically join the network of followers and receive updates on jobs or other activity from your interest group. Having and following interests on LinkedIn helps to connect you to more professionals, find inspiration and keep updated with any company changes or opportunities.

Finding work opportunities and getting noticed

- **Jobs**

- Find your next job on LinkedIn by searching for roles.
- Use the settings to let employers know you are looking for a job to make it easier for you to get noticed.
- You can set up alerts for the roles you are looking for, carefully consider which

Set Yourself Apart



Be proactive – make sure you are actively updating your profile and ensure it doesn't become stagnant.

Treat your LinkedIn just as you would your Instagram or Twitter – engage, share and post.

LinkedIn is a great platform to do research. Use LinkedIn to research other people's career paths, this will help you to understand where to position yourself and what types of jobs might suit your experience level and skill set.

Set up job alerts for your saved job searches.

Follow companies in your industry and outside of your industry to boost your knowledge and network.

Add your skills in the dedicated skills section, and have others endorse those skills – and do the same for others.

UAL alumni tool. Use this tool to network, research and find opportunities in the industry.

Use LinkedIn Learning to expand your knowledge, keep active during slow periods and gain badges and recognition for completing the courses.

Checklist



Visual impact and branding

Is the look and feel of your profile consistent with the projects you have highlighted in your media section on your LinkedIn profile?

Tailor to you

Is your LinkedIn profile up to date? Have you updated your work experience to include your latest project or role?

Be consistent

Have you posted or shared any recent projects to your profile? Or have you engaged with any of the interest pages you follow?

Check

Have you checked your spelling and grammar? Have you checked that you have included the correct links to the work you want to share? Have you checked your messages to find out if someone has been in touch?

Online vs. Offline

Does your online portfolio reflect your offline portfolio? Are you happy with all of the work and experience you are sharing on your LinkedIn profile? Does demonstrate and display the skills and experience you most enjoy?

Resource Guide



LinkedIn Learning - As a UAL student, you can access LinkedIn learning and choose a course that's right for you. You can add LinkedIn Learning to your profile by opening up canvas and selecting LinkedIn Leran from the UAL app suggestions - <https://www.linkedin.com/learning/>

LinkedIn for creatives article - <https://creativeplusbusiness.com/linkedin-for-creatives/>

20 steps to a better LinkedIn Profile in 2020 - <https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/content-marketing/2017/17-steps-to-a-better-LinkedIn-profile-in-2017>

LinkedIn for Students: The Ultimate Guide to Leveraging LinkedIn to Kickstart Your Career - <https://www.linkedin.com/pulse/linkedin-students-ultimate-guide-leveraging-kickstart-bautista>