

Like other social media platforms, LinkedIn is a tool, but an incredibly useful one. With nearly 575+ million members worldwide and over 24+ million users in the UK alone, students are the fastest growing demographic on the site.

A large number of organisations look for emerging talent on LinkedIn. You can leverage LinkedIn to display your skills and gain the attention of recruiters and future employers. In addition, you can get the latest news, inspiration, and insights you need to be great at what you do.

- Your LinkedIn profile needs to state what you want to do in your next job.
- Recruiters are looking for people whose profiles make it clear what they can do, what they want and intend to do.
- Vague and generic is not enough; stock words and phrases like "hardworking," "team player" and "organisational skills" do not stand out - millions of other LinkedIn users already include them.
- If you are not prepared to demonstrate a skill in an interview, do not list it in your LinkedIn profile.
- You do not need to get a professional head shot but you do need a photo that shows your face, a face for your digital personality to help recruiters see you as a human, rather than a hyperlink.
- You can now visually illustrate your skills with rich media, such as pictures and videos.
- Comment on industry-specific articles, ask questions in LinkedIn groups and engage directly with people in your industry to establish yourself.
- Be a contributor not a detractor. That means avoiding controversial or personal opinions.
- As with any professional work, error-free is what you should be aiming for.
- Use LinkedIn to complement careers events – follow up with the people you meet, as close to the event as possible.