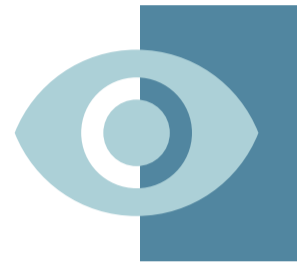


# BRAND YOURSELF ON LINKEDIN

## DEFINE YOUR PERSONAL BRAND

Reflect on what you are good at and what energises you, and how this could be your unique selling point to get to your desired role and field. Employers look at the full package to consider the best fit.



## TELL YOUR PERSONAL BRAND STORY

Your LinkedIn blurb is your elevator pitch. Show how you can be an asset and what drives you. Employers can find you by keywords according to their hiring needs. Use a recent professional headshot.

## SHOWCASE YOUR PORTFOLIO AND SKILLS

Under the Skills section of your LinkedIn profile, make sure you list the relevant skills for the jobs and industry which you are aiming for. When writing about your work experiences, include links to your past projects and/or your portfolio.



## GROW YOUR LINKEDIN PRESENCE

Check your LinkedIn messages frequently. Connect with friends, colleagues, employers, mentors and professors on LinkedIn. Endorse them for their skills, and offer to write recommendations. Join LinkedIn groups, or browse company pages and openings to learn about different roles.



Your personal branding is not just online. It's in your daily interactions with others.

Take steps to work on your personal branding continually.

Meet your Career Coach or attend our workshop on [Create Your Personal Brand](#).