



## Your quick guide to... Updating your LinkedIn profile

### So you're in Accounts and Finance? You like numbers, right...?

When you send your CV to a recruitment consultant you can be sure of one thing: they will check your LinkedIn profile.

LinkedIn currently has 467 million members and as that figure steadily grows it's no wonder 85% of recruiters use it to search for candidates.

Like Facebook is to the social digital world, LinkedIn is now a key part of the professional world. You might not realise it yet, but someone has just tried to find you on LinkedIn...

### But why?

It's all part of the selection process. The consultant will at the very least check to see whether the data on your profile matches your CV, but they might also look at the groups you belong to and any testimonials you may have. This is the start of getting to know you and your professional background.

### Is that all?

That depends. If your CV reaches the company you're applying for, not only will the consultant be viewing your profile but also anyone involved with your application and the overall hiring process. They will take the opportunity to look at your LinkedIn profile for the same reasons you will look at their company website.

Understandably, it's very important for your social footprint to show your potential value to the company and therefore you will want to create a truthful and commercially driven profile that accurately demonstrates your skills and capabilities.

There are plenty of guides on the web detailing the uses of LinkedIn. However, if you're visiting the Tate website you're probably seeking specific information on your next career move, so here are some key points to help you on your journey:

- Ensure your profile is up to date. Clients will want to see accuracy and attention to detail – after all, that's the basis for all accounts positions!
- Get a testimonial. Get a few if you can! It will give you an ego boost and potential employers can use it to get to know you better.
- Keep in touch with colleagues from all areas of the business as well as the contacts you meet at conferences and business meetings. It helps to gain a greater understanding of the industry, builds your profile in your current role and is excellent for resources and networking. Some tricky questions can be answered by your contacts on LinkedIn, so don't forget the wealth of experience and knowledge that's literally at your fingertips
- Get an updated profile photograph for your profile. It should be an uncluttered headshot of you in your professional clothes – but nothing from the office party!

- Showcase your key skills. You can choose from over 50 skills to add to your profile that will again reinforce your position and lets the reader know what you do in more detail.
- Get endorsed by colleagues by endorsing them first. This will increase your chance of coming up in a search when companies type in key words related to your skillset.
- Involve yourself in groups associated with your current role, such as IT systems, experience and qualifications. This is really useful for exchanging information and tips.

You don't have to spend a huge amount of time on your LinkedIn profile to make a difference to the way consultants and potential employers view you professionally. If you haven't already registered with the website it's highly recommended for incredible career opportunities and access to valuable information.

For more information regarding LinkedIn, please don't hesitate to [contact your local Tate office today](#) for further assistance. We're here to help!