

Skills Champions – Harnessing LinkedIn

Identify your personal brand and make a great first impression

Finding your professional personal brand is essentially about understanding and articulating what makes you unique, valuable, and memorable to others. It's about consciously shaping the perception people have of you, both online and offline.

- Define your personal brand: Understand and articulate what makes you unique and valuable. Focus on what you want to be known for.
 - Identify your strengths, passions, and values. What do you excel at? What do others consistently praise you for? What principles are most important to you? What do you stand for?
 - Recall key experiences and achievements.
 - Determine your purpose and the impact you want to make. Why do you do what you do? What problems do you want to solve? What impact do you want to make?
 - Ensure your profile clearly shows your focus, impact, and achievements.
- Make a strong first impression: You have seconds to make it count.
 - Profile photo: Professional, friendly, and clear, with no distracting backgrounds.
 - Banner: Industry or role-related, not distracting.
 - Headline: More than just your job title; use keywords highlighting your value and aspirations.
 - "About" section: Tell your story concisely in the first person. Outline your current role, passions, key skills, career aspirations, and quantify achievements.
 - Experience section: Highlight achievements and impact using strong action verbs and quantifying results.
 - Education: List accurately, including relevant studies and extracurriculars.

Top tips and examples for your headline

This isn't your job title; it's your personal brand statement.

Do: Include your current role, but also add keywords relevant to your aspirations, skills, or industry. Think about what someone would search for if they were looking for someone like you.

- *Example:* "Digital Marketing Manager | SEO & Content Strategy | Driving Growth for SaaS Companies "

- *Example for Young Pro:* "Aspiring Product Manager | UX Enthusiast | Building User-Centric Solutions | [Your University] Alumnus "

Don't: Just put "Looking for Opportunities" or "Unemployed" – frame it positively with the type of role you're seeking.

Top tips and examples for your summary

This is your chance to tell your story and showcase your personality.

Do: Write it in the first person. Start with a hook that grabs attention. Briefly outline your passions, key skills, and career aspirations. Emphasise your *impact* and *achievements* using strong action verbs and quantifying results where possible. Break it into short, readable paragraphs.

Example: "Passionate about leveraging data to drive strategic business decisions. In my previous role, I optimised reporting processes, leading to a 15% improvement in departmental efficiency. Eager to contribute my analytical skills to a dynamic team..."

Don't: Write a generic list of responsibilities. Use jargon or clichés without explanation. Leave it blank!

Top tips and examples for your detailed experience section

Go beyond a job description; highlight your contributions.

Do: For each role, use bullet points that focus on your achievements and the impact you made, not just your duties. Use strong action verbs (e.g., developed, managed, led, implemented, optimised). Quantify whenever possible with numbers, percentages, or metrics.

Example: "Managed social media campaigns across Facebook and Instagram, increasing engagement by 20% and generating 500+ new leads per month."

Example: "Streamlined client onboarding process, reducing setup time by 15% and improving client satisfaction scores. "

Education: Ensure your university and degrees are listed accurately. Give headlines of your studies if relevant and extracurricular activities.

Don't: Copy and paste your CV or job description. Use vague statements.

- Go beyond the basics: Seek and give high-quality Recommendations and Endorsements.

Request recommendations and endorsements from your network. They are powerful social proof of your personal brand.

- Seeking skills endorsements: Add 5-10 relevant skills. Ask connections to endorse you.
- Seeking recommendations:
 - Do: Request recommendations from former managers, colleagues, professors, or clients who can speak to your specific skills and work ethic.
 - Make it easy for them by suggesting a few key areas you'd like them to highlight.
 - Offer to write them a recommendation in return.
 - Don't: Ask for recommendations from people who don't know your work well. Don't write generic requests.
- Giving Endorsements:
 - Endorse relevant skills: Only endorse skills that you genuinely know the person possesses and has demonstrated.
 - Be thoughtful: Don't just click "endorse all." Take a moment to consider if you truly believe in their proficiency in that specific skill.
- Giving Recommendations:
 - Be specific and highlight impact: When writing a recommendation, focus on specific examples of the person's skills, achievements, and the

positive impact they had. Go beyond just a job description and quantify results whenever possible.

- Use strong action verbs: Employ powerful verbs like "developed," "managed," "led," "implemented," or "optimised" to describe their contributions.
- Focus on their strengths and your experience with them: Write about what you genuinely observed and how their skills benefited a project or team.
- Keep it concise but meaningful: A good recommendation tells a story concisely.

Engage strategically and professionally

- Actively engage: Like, comment on, and share posts from connections, industry leaders, and company pages. Add value with thoughtful comments.
- Maintain professionalism: LinkedIn is not like other social media.
 - Review privacy settings.
 - Refrain from political comments. We're funded by Government and cannot engage with politically motivated posts.
 - Be responsive to messages.
- Build your network organically: Connect with people you meet, reconnect with former colleagues, and follow relevant companies and influencers.

Leveraging LinkedIn as a WorldSkills UK Skills Champion

- Use WorldSkills UK guidance and assets (e.g., banner, digital pin badge).
- Tag WorldSkills UK (not WorldSkills).
- Include pictures in your posts.
- Discuss your role as a Skills Champion, skills excellence, competition development programme, technical skills, and your experiences and impact.
- Connect with WorldSkills UK and the team – tag us and each other.