

Sprucing Up Your LinkedIn

One of the most common questions Pineapple Project listeners ask is ‘**Do I actually need to be on LinkedIn?**’

Academic at the University of Technology Sydney, columnist and social media expert Jenna Price said it’s a **definite yes**.

“Our working lives are entirely about making connections, it’s not just about having the skills to succeed... There is no work in the world that doesn’t require you to know other people... And sometimes someone will need that help from you.”

Be like Bryanna

While the idea of networking on a social network might be enough to make you cringe, it worked for Bryanna McDermott.

During a quarter life crisis, Bryanna quit her job as a project manager and went on close to **50 coffee dates** with prospective employers who she met through LinkedIn.

“I would trawl LinkedIn... I would filter for the location, the industry and then the key for me was the position. I wasn’t going for middle management. I was going straight to the top,” she said.

Bryanna met with people across a whole range of industries, including retail, health, banking and finance.

Bryanna’s spiel:

Hi, by way of introduction my name is Bryanna McDermott... I’m looking to understand this industry a little bit better. We both have similar pathways and I can see you’re quite experienced in the area. Would you mind if I bought you a coffee and we caught up?

“I think over 90 per cent of people came back and said ‘Sure, let’s have a coffee.’”

The networking opened up new doors, helped Bryanna figure out what she wanted and led to her new job as a management consultant.

Jenna’s top tips for getting the most out of LinkedIn:

1. Have a great photo and an up to date CV on your profile
2. Give recommendations to people you genuinely endorse
3. Post regularly (up to 5 times per week)
4. Frequently share and comment on people’s posts – it can’t just be one way
5. Sit down once a week to see who has liked your posts and connect with them
6. Want a career change? Look into your new field and start connecting with those people
7. Make sure you’re discoverable for recruiters
8. Think about LinkedIn as a distribution tool
9. Incorporate humour into your profile — allow yourself to be as real as social media allows you to be