



THE UNIVERSITY *of* EDINBURGH
Careers Service

Creating an effective online presence

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Inspiring futures





Tips for creating an effective online presence

“Your online presence can be a great way of making a good first impression to prospective employers.”

University of Edinburgh, undergraduate student





Tip 1: Small things can make a big difference

- Have a professional profile photo
- Keep it simple: your name without title or qualifications
- Include a short summary statement (2-3 sentences)
- If possible customise your public profile url
- Add relevant skills and languages to your profile





Tip 2: Collect endorsements and recommendations

- Add depth and richness to your online presence
- Trusted connections saying you have the skills you claim to have
- Endorsements – connections click a button to confirm you have a skill
- Recommendations – a short written summary of your skills and abilities





Tip 3: Grow your network

- Who do you know already that you can connect with?
 - Current and former colleagues
 - Friends and relatives
 - Classmates
 - University contacts...
- Connecting to people brings *their* connections into *your* network
- Personalise your requests to connect





Tip 4: Use professional groups

- Another way to grow your network
- Thousands of groups covering hundreds of sectors
- A way to research job roles and potential employers
- News and updates in the sector
- Access to discussion forums for advice and tips





Tip 5: Research graduate career paths

- Social media platforms = ready made dataset of graduates for you to research!
- Can use for ideas and inspiration on job roles, employers etc
- For example – LinkedIn alumni tool
- Search for your university then filter by degree subject studied, job role, employer, location...
- BUT – use your judgement to assess if the profile is genuine

