

# Jonny Douglas

## MADE with DESIGN

*Jonny offers an insight into using LinkedIn as both a creative and business-focused individual. He details how LinkedIn is used to source collaborators for the creative projects in which he is involved.*

*"Everyone has a personal brand; LinkedIn is one way of showcasing that brand."*

### Creative collaborations

Jonny challenges the belief of some students in creative disciplines that LinkedIn isn't the right platform for them. He describes LinkedIn as an essential tool for identifying other creative individuals. He recognises the importance of having a network for enabling his own creativity.

*"In day to day creative work, a lot of what I do is collaborations."*

Through searching for particular key terms to identify individual profiles, you can then ascertain how many degrees of separation lie between you and the individual, allowing you to recognise who to contact in order to gain an introduction - "like in real life but without having to leave the studio."

Creative individuals, seeking to get involved with wider projects should include links to blogs or other social media accounts as part of their LinkedIn profile. This helps their profiles to stand out and could encourage other creative professionals to connect with them.



Jonny graduated in Product Design from Sheffield Hallam, setting up his own company shortly afterwards.

## LinkedIn on the move

According to Jonny, there is always a way to fit LinkedIn into your busy schedule, particularly to keep up with connection requests.

*“It might just be two minutes on the bus or five minutes when I’m waiting for a meeting but I make time to regularly check LinkedIn”*

## Smile!

Jonny advises that selecting an appropriate photograph is a really important consideration when you are creating and updating your profile on LinkedIn.

*There is no place for the selfie on LinkedIn.*

With all other features on LinkedIn you would constantly review and modify the way you portray yourself and it should be the same with the photograph.

*“If you can make your photo interesting, then do so. If there is a way to incorporate what you do, then do so.”*

And most importantly, a professional should be welcoming, so smile!

Written by Haleema Khan

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