

# Kathryn Palmer

Content Marketing Executive, Emerald Group Publishing

*Working in digital marketing, Kathryn understands the value of having a professional online presence and how LinkedIn can be a platform to demonstrate professional identity. She recognises that the summary, headline description and recommendations form the most crucial aspect of a profile.*

*“LinkedIn is a community of like-minded professionals that you can get in touch with on a very easy, person-to-person basis, which you don’t get anywhere else.”*

## Getting to know a company

Before applying for the job at Emerald, Kathryn ensured her profile was up-to-date and contained all the relevant information. She also used it to understand more about Emerald as a company.

*“Social media offers a real opportunity for you to understand the values of a company.”*

Not only does this develop your commercial awareness but it also allows you to recognise whether the company is right for you. Kathryn also suggests that looking at employee engagement on a company page reveals a lot about an organisation. It shows you how dedicated employees are to the company and can reflect the company's culture.

## The art of developing your profile

Kathryn understands that the summary and the headline description are perhaps the most significant, yet difficult, aspects of a LinkedIn



Kathryn graduated from Sheffield Hallam University with a degree in Creative Writing before joining the academic publishers, Emerald Group.

profile. The headline description should focus on the specific key areas of your professional skillset, which may be 'social media' or 'email campaigning' for example, and should be short and specific. Recruiters search for candidates using keywords relating to particular roles and industries, so using the right words can make your profile more visible to these recruiters.

## Recommendations

Some people feel reticent about asking for a recommendation on LinkedIn but Kathryn approaches it in the same way as asking for a reference." If you've developed a professional working relationship with somebody, they will be happy to provide a recommendation if you ask.

## Keep your profile up-to-date

As you take on new roles, whether that's work experience or a position of responsibility such as becoming a student representative, you should continually reflect on the skills that you are developing and add them to your LinkedIn profile.

"Always check your profile regularly and make sure that you're happy with it. Update it when you've done anything new and do a good revamp once a year."

Written by Haleema Khan

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