

Melissa Timmins

Communications Officer, NHS

Working as a professional within the NHS, Melissa is careful about how she portrays herself on social media, but also understands the necessity of an online presence. She discusses how she first began using LinkedIn and how valuable it is to the job hunt.

“I know in my current position, my employer searched for me online after my interview and looked at my social media profiles.”

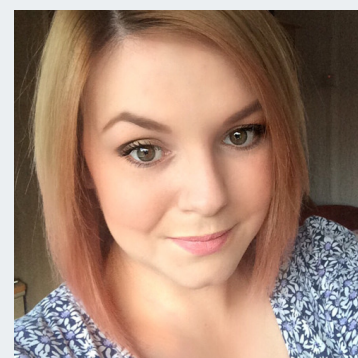
Know your skills

Melissa joined LinkedIn in her first year at university. She further developed her LinkedIn profile toward the end of her second year when she began to search for a placement. Being able to fill in her profile was a useful way of logging her experience and it also increased her confidence.

“I wasn’t sure I could actually work in the PR industry but as I developed my LinkedIn profile and began to analyse my previous work experience and the skills university had given me, it made me believe in myself!”

Develop your network

Initially, Melissa connected with family and friends in order to grow her network but her experience as a Communications Intern at NHS Sheffield created other avenues for developing connections. As a professional, she makes sure to connect with colleagues and people



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Communications Officer at
Hull CCG.

she meets at events who have a similar professional background. Her network has gradually expanded as she broadened her professional experience.

Join groups

Joining groups was essential for Melissa whilst she was engaged in the job hunt. It was a way of growing her industry knowledge and 'getting my name out there'. An important consideration is to follow companies you would like to work for. Not only do they post upcoming opportunities, they want to see your interest in them. It also allows you to connect with others who have a similar interest to you.

"Follow the right companies and people. Highlight your skills and expertise and keep everything up-to-date. It'll set you apart from the competition."

Regularly update your profile

As a professional, Melissa recognises that she still needs to keep her profile up-to-date and so she adds to her profile on an ongoing basis.

"I engage with people from whom I may be asking for recommendations in the future."

Developing her online profile was a useful way of logging her experience and increasing confidence.

Building a network of professional relationships is instrumental to climbing the job ladder and discovering new opportunities.

Further resources:

You can find further resources on how to create and develop your LinkedIn profile at:

<https://university.linkedin.com/linkedin-for-students>

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