

Rachel Firth

Senior Careers Adviser

Rachel offers advice on how to write a summary, often the most challenging aspect of creating a LinkedIn profile. She explains how the Find Alumni feature can generate career inspiration and how LinkedIn works for students studying creative subjects.

“Many students have used LinkedIn to successfully secure work experience”

Customise your headline

The headline description on your profile can be tricky to get right, but adding the right details can help you stand out. Many students fail to customise their headline and leave it on the default setting. This may result in having a headline that just states "Student at..." followed by the name of your university. However, this will do little to help you to stand out from the thousands of other students from your university who also have a LinkedIn profile. Customise your headline to make it more noticeable. You can include your subject of study, a brief reference to any relevant work experience you have and if you're seeking a placement or graduate role.

Successful summaries

Rachel acknowledges that it can be incredibly difficult to represent yourself succinctly, which is essentially what the summary requires. Accentuate your strengths, any significant projects you were involved with and your key skills in the summary. The advice Rachel offers is to write the rest of the profile before coming back to the summary.



Rachel Firth works as a Senior Careers Adviser for Sheffield Hallam University. She meets many students who seek advice about their LinkedIn profiles and offers pointers that can help them catch the attention of employers.

“The summary should entice an employer to read the rest of your profile”

Complete your profile

Many graduate recruiters will search for information about candidates online as part of the recruitment process, so you should devote time and energy to your LinkedIn profile. Ensure that your profile is complete, accurate and includes a profile photograph.

LinkedIn is a great platform to present your professional self to employers.

Be specific about your career aims

It is also important to explain where you are and where you want to go in your career. By disclosing your career aims, employers can understand if you fit within their organisation.

Gain inspiration

Some students, particularly those studying non-vocational subjects, are uncertain about what career path to take. The Find Alumni feature on LinkedIn enables you to see where graduates from your discipline who have LinkedIn profiles have gone on to work.

“The Find Alumni feature is really good for getting a bit of inspiration.”

Using the Find Alumni feature can develop your thinking about career areas that you hadn't previously considered.

LinkedIn is not just for business students!

Some students from creative or arts subjects think that LinkedIn isn't applicable to them, but that is a misconception.



“LinkedIn can really help you to promote yourself as a creative - link it to your blog, examples of your creative writing, your portfolio or show reel.”

Use LinkedIn as another medium to demonstrate your creative talent to a wider demographic.

Written by Haleema Khan

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