

A guide for LinkedIn



Recruiters will check all social media - this one most of all.

Employment Won

Brings you over 30 years experience and a success rate of over 90% for clients.

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1. Profile Basics (Get this right first)

- **Photo:** Clear, professional, neutral background
- **Headline:** Not just your job title – say your value
Example: “Investigations Leader | Compliance & Risk | 16+ yrs driving outcomes”
- **About section:** 3–5 short paragraphs:
 - What you do
 - Your strengths
 - Key achievements
 - What you’re open to

2. Experience = Impact (not duties)

Instead of listing tasks, show results:

- “Managed investigations”
- “Led complex investigations resulting in successful prosecutions and improved compliance outcomes”

Use numbers where possible:

- “Managed 30+ active cases”
- “Reduced risk exposure by X%”

3. Build a Strong Network

- Connect with:
 - Colleagues (past & present)
 - Industry professionals
 - Recruiters in your field
- Always add a **short message** when connecting

4. Be Active (this matters more than people think)

- 1–2 posts per week is enough:
 - Share insights from your work
 - Comment on industry topics
 - Reflect on lessons learned
- Commenting is powerful – it gets you visibility fast

5. Skills & Credibility

- Add relevant skills (investigations, compliance, leadership)
- Get endorsements
- Ask for **recommendations** from trusted colleagues

6. Keep it Clean & Focused

- Avoid long blocks of text
- Use bullet points
- Keep language clear and professional (not overly corporate)

7. Use LinkedIn with Intent

Decide your goal:

- Job opportunities?
- Industry presence?
- Networking?

Then tailor your profile and activity to match.

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more?**

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Ian Waller BSc Psych has over 30 years writing criteria, he has Chaired numerous panels, and was a Career Planning Mentor for a large State Government organisation. Ian writes a lot of criteria for all positions from Level 1 to Director. He sees his job as simple - get you into the interview in **first place**. Why? Because going into the interview in second or third means you have a lot of catching up to do.

