

Let's Get Ready

Career Hacks

What is LinkedIn?

LinkedIn is the professional networking platform where students, graduates, professionals and recruiters connect, share, learn — and hire. Build your brand, expand your network, and be discovered for internships, WIL, casual roles, vacation programs and graduate jobs.

Why it matters

- **Be discoverable:** Recruiters search LinkedIn every day. A complete profile is far more likely to appear in searches.
- **Show more than a résumé:** Showcase projects, labs/studios, portfolios, recommendations and certifications. No strict page limit.
- **Build social proof:** Endorsements & recommendations validate your skills.
- **Stay informed:** Follow employers, industry groups and hashtags to see jobs and market updates first.

Quick Wins

1. Turn on **“Open to Work”** so recruiters know you’re available
 2. **Add a professional headshot** (shoulders up, good lighting, neutral background). Banner image aligned to your discipline or an achievement.
 3. **Write a keyworded Headline** (120 chars): “Marketing student → content & analytics | Canva, GA4, Excel | volunteer comms experience”. Avoid “aspiring” once you have relevant experience.
 4. **Complete your Contact Info** and **customise your URL** (add it to your résumé). Aim for **All-Star** completion.
 5. **List 10–15 Skills** (mix of technical + transferable). Put the strongest three first.
-

Build Your Profile (Section by Section)

1. Photo & Banner

- You're more likely to be viewed with a photo. Use a clear, recent headshot; choose a banner that reflects your field (e.g., lab gear, studio, code editor, construction site, classroom).
 - Tip: You can use stock banners from Microsoft 365 (Word → Insert → Stock Images) or your own high-quality images.
-

2. Name Pronunciation (*mobile-only*)

[Record](#) it to help employers say your name correctly.

3. Headline (120 characters)

- Combine **role/degree + core skills + value**.
Examples [here](#) and below:
 - “Civil engineering student | AutoCAD, Revit, site safety (White Card) | keen on transport projects”
 - “Early Childhood Ed student | play-based learning, behaviour support | community volunteering”
 - “Biomedical Sci | wet lab techniques, PCR, SPSS | health research & outreach”
 - Add personality; use **common keywords** for your field so you're searchable.
-

4. About Me (Summary)

- 4–6 short lines, first person, plain English. Tell your **career story**: where you are, strengths, interests, evidence (projects/placements), what you're exploring next.
- Include **industry keywords** naturally; aim for **40+ words** so you surface in search.
- Examples [here](#)

Template

*I'm a final-year **[Degree/Major]** student interested in **[areas]**. I've applied **[skills/techniques/tools]** through **[project/WIL/club]**, where I **[evidence/outcome]**. I'm building strengths in **[top skills]** and enjoy **[collaboration/communication/problem-solving example]**. Currently exploring roles in **[target roles/sectors]** across **[Perth/WA]**.*

5. Experience

Include **relevant paid work, WIL/practicum, internships, projects, research, leadership and strategic volunteering** (even if unpaid). Use result-focused bullets and tools/tech listed.

Bullet formula: *Action verb + task + tools/tech + impact/result*

- *Analysed* community exposure data using **Excel/Power BI** to inform **risk assessments** for local councils.
 - *Built* a Python script to automate data cleaning, reducing processing time by **30%**.
 - *Designed* a visual arts workshop for primary students; delivered to **60** participants with **95%** positive feedback.
-

6. Education

- Degree, major/minor, expected completion.
 - **Relevant units** (list units with strong alignment to labour-market needs).
-

7. Licences & Certifications

Add credentials that you have completed (especially the credentials that your sector expects now or soon). E.g., **RSA / Food Safety, White Card, MHFA, First Aid, AHPRA, Microsoft / Adobe / AWS / AutoDesk / Google Analytics**.

LinkedIn Learning certificates ([free for current ECU students](#)) appear instantly on your profile.

8. Skills & Endorsements

- Add 20–30 relevant discipline specific and transferrable [skills](#); **reorder** so your top three are visible.
 - Ask WIL supervisors/classmates/employers to [endorse](#) you after projects/placements.
-

9. Recommendations

Request short recommendations from people who taught, led, supervised or collaborated with you (WIL, volunteering, casual roles). Provide a couple of prompts to the person providing the recommendation to make it easy for them.

Advice on how to ask for a recommendation [here](#)

10. Accomplishments & Portfolio

Showcase [awards, projects, languages](#), publications, competitions, exhibitions, **showreels, presentations, GitHub contribution to open-source projects** — anything that proves your capabilities now.

Networking (What to Do Each Week)

- **Connect** with classmates, lecturers, WIL colleagues, guest speakers, recruiters, alumni, club/association contacts. Always add a polite note (“Great to meet you at... / Fellow ECU... / Interested in your role at...”).
 - **Follow** employers, professional associations and WA industry groups; this powers your feed with job posts and intel (awarded contracts, team changes, growth areas)
 - **Engage:** like/comment thoughtfully. Share 1 short post/month: a project insight, reflection from a class/placement, or a question for your network. Align to your brand.
 - **Groups & Hashtags:** join discipline or location-based groups; follow tags like **#PerthJobs** **#GraduateJobs** **#WIL** **#STEM** **#Education** **#Design** etc.
-

Find ECU Alumni

Use the **LinkedIn Alumni tool** (search Edith Cowan University LinkedIn site → Alumni menu) to:

- See people who have studied your degree and identify common **entry roles**, skills and employers that hire your degree.
 - Spot **skills gaps** and short courses to close them.
 - Identify **companies** to follow and people to connect with (request **advice**, not a job).
-

Privacy & Important Settings

- **Public profile controls & Private mode** when researching. Info [here](#) and [here](#)
 - **Open to Work** — [set target roles and locations](#).
 - **Custom URL** — [tidy link](#) for your résumé and email signature.
 - **Contact Info** — add GitHub, portfolio, showreel, ORCID, Google Scholar, personal websites that show examples of your work
-

Job Search with LinkedIn

- Create **job alerts** for titles like *Graduate Engineer, Junior Analyst, Teacher Aide, Support Worker, Gallery Assistant, Digital Coordinator, Research Assistant* etc.
 - Mirror your optimised LinkedIn profile in your **Seek profile** too.
-

Perth & WA Tips

- Many Perth employers post internships on LinkedIn first — **follow** target organisations and set alerts.
 - After a **placement, volunteering stint, or industry event**, connect within 24–48 hours and request an endorsement or recommendation while it's fresh.
 - Use your network to learn about **graduate intakes, vacation programs**, and **community opportunities** aligned to your discipline.
-

Your 7 Day LinkedIn Sprint

Day 1: Photo + banner + custom URL.

Day 2: Headline + About (40–120 words).

Day 3: Add Education + 2–3 Experiences (projects/WIL/paid roles).

Day 4: Add 20+ Skills; reorder top 3.

Day 5: Add 1 certification or LinkedIn Learning course.

Day 6: Connect with 15 people you know; follow 10 companies.

Day 7: Post one short insight or question related to your studies/industry.

After Work Experience / Internship / WIL

- **Thank you message** to supervisor and team; connect on LinkedIn.
 - Request **endorsements** and a **recommendation** (offer bullet prompts).
 - Update **Experience** with tasks, tools and outcomes.
-

Contact

careers@ecu.edu.au

ecu.edu.au//careers

careerhub.ecu.edu.au

Careers Services Locations:

Learning and Career Hub, Building 31

City Campus: Level 4 – Kaarlak: 1N.420