A woman with short, dark, curly hair and glasses is sitting at a desk, looking at a large computer monitor. She is wearing a teal-colored long-sleeved shirt. Her hands are on a white computer mouse and keyboard. The background is a blurred office environment with other people and desks. The overall lighting is warm and professional.

Get noticed on LinkedIn

Grow your professional brand
in the public sector with a
stunning LinkedIn profile

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Get noticed on LinkedIn

With 8 million Australian professionals on LinkedIn, growing your professional brand online has never been easier or more important.

Your online presence is already contributing to your personal brand, through accounts on social media and your contributions and connections online. You might be familiar with a personal brand – but what about your professional brand? This is your professional reputation, what you're known for in your industry, and your particular set of skills and achievements.

Why do you need a LinkedIn profile if you work in the public sector?

Whether you're in the public or the private sector, it's always important to:

Connect with others

Build valuable relationships with other professionals and contact people you've met through work – or would like to meet.

Build your professional brand

Whether it's your depth of experience or highly specialised knowledge, stand out from the crowd and establish your reputation through posts, articles and conversations.

Develop your career

Join groups, follow companies, discuss industry issues and stay in the loop.

Get started
and get noticed



Get started and get noticed

When you create a LinkedIn account, your [profile](#) will be a blank slate. To really get the most out of LinkedIn, fill it with all the information you need to build your professional brand online.

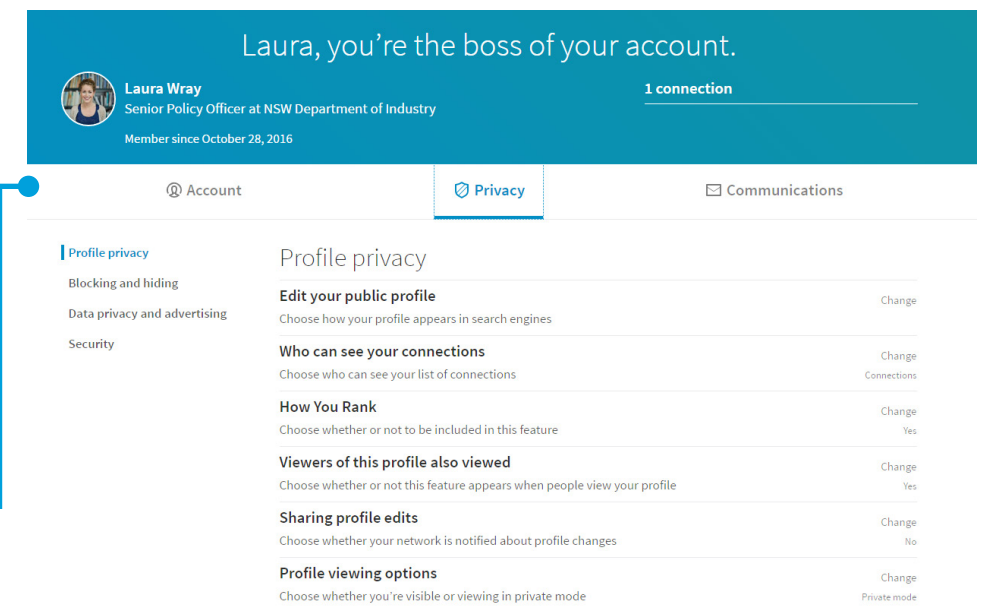
Add your email address – personal or work – so visitors to your profile can get in touch.



Let's talk about privacy

With the range of information people share online, it's understandable to be concerned about privacy. But your LinkedIn profile doesn't need to be an open book.

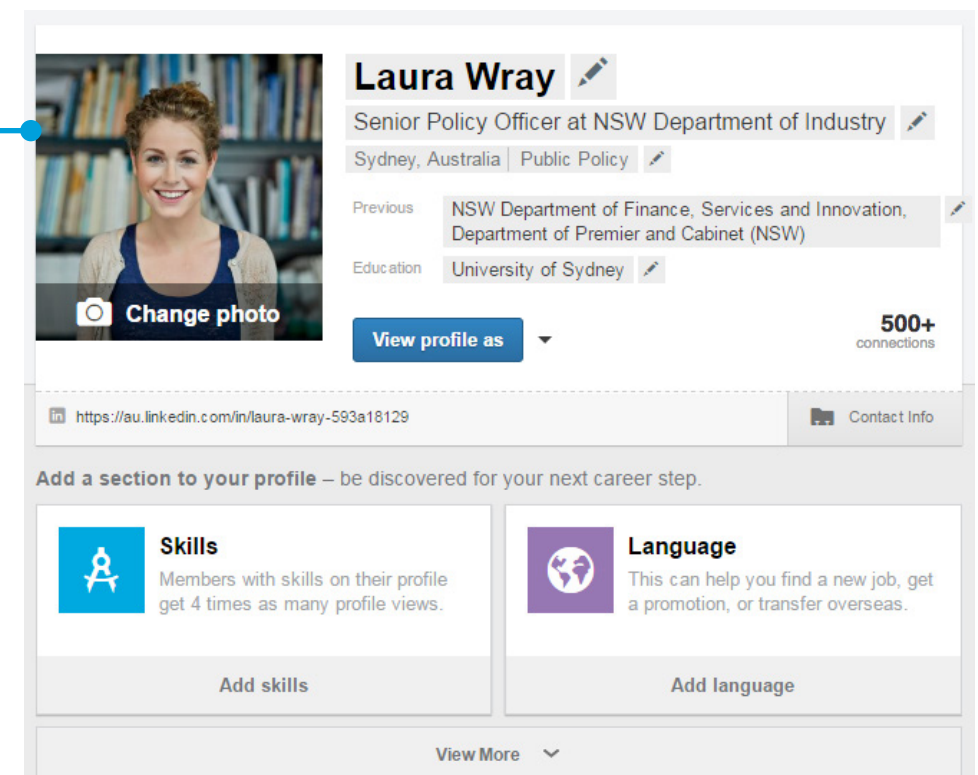
Use the detailed [privacy settings](#) to control who sees what information, how many email notifications you receive, which people can contact you, and whether people can see that you've viewed their profile. Simply click through to [Privacy & Settings](#), go to the Privacy tab and toggle each field on or off.



Six quick steps to a stand-out profile

Step one: Photo

Your photo should be polished and professional, but you don't need to hire a professional photographer. Use a clear, well-lit, head-and-shoulders photo – even one taken with your smartphone. The best image size is 200 x 200 pixels.



Step two: Headline and sections

On the LinkedIn home page, click on 'Improve your profile' at the top to get started, and click on the pencil icons by each section to edit. At the top of your profile, you'll see two places to quickly summarise your professional self.

The first is your **headline**, which is underneath your name. It can be your job title, but could also be a statement about your expertise or a status update of up to 120 characters. This will appear alongside your name and photograph in search results.

The second is a set of customisable **sections**, which is what users see first when they click through to your profile.

Expand the sections by clicking 'view more' and fill in relevant areas. Click on the pencil icon beside each text box to make changes, add information and update your details. This might be languages you speak, personal interests or professional publications. Filling in these sections is a great way to strengthen your profile.

The screenshot displays a LinkedIn profile for Laura Wray, a Senior Policy Officer at the NSW Department of Industry. The profile includes a profile picture, a headline, and a list of previous employers and education. Below the profile information, there are several sections for editing, each with a pencil icon. The sections are: Summary, Language, Volunteering Experience, Volunteering Opportunities, Organizations, and Honors & Awards. Each section has a brief description and an 'Add' button. A blue line from the text 'headline' in the first paragraph points to the headline area. Another blue line from the text 'sections' in the second paragraph points to the 'Add summary' button.

Laura Wray 1st
Senior Policy Officer at NSW Department of Industry
Sydney, Australia | Public Policy

Previous NSW Department of Finance, Services and Innovation,
Department of Premier and Cabinet (NSW)

Education University of Sydney

Send a message 500+ connections

https://au.linkedin.com/in/laura-wray-593a18129 Contact Info

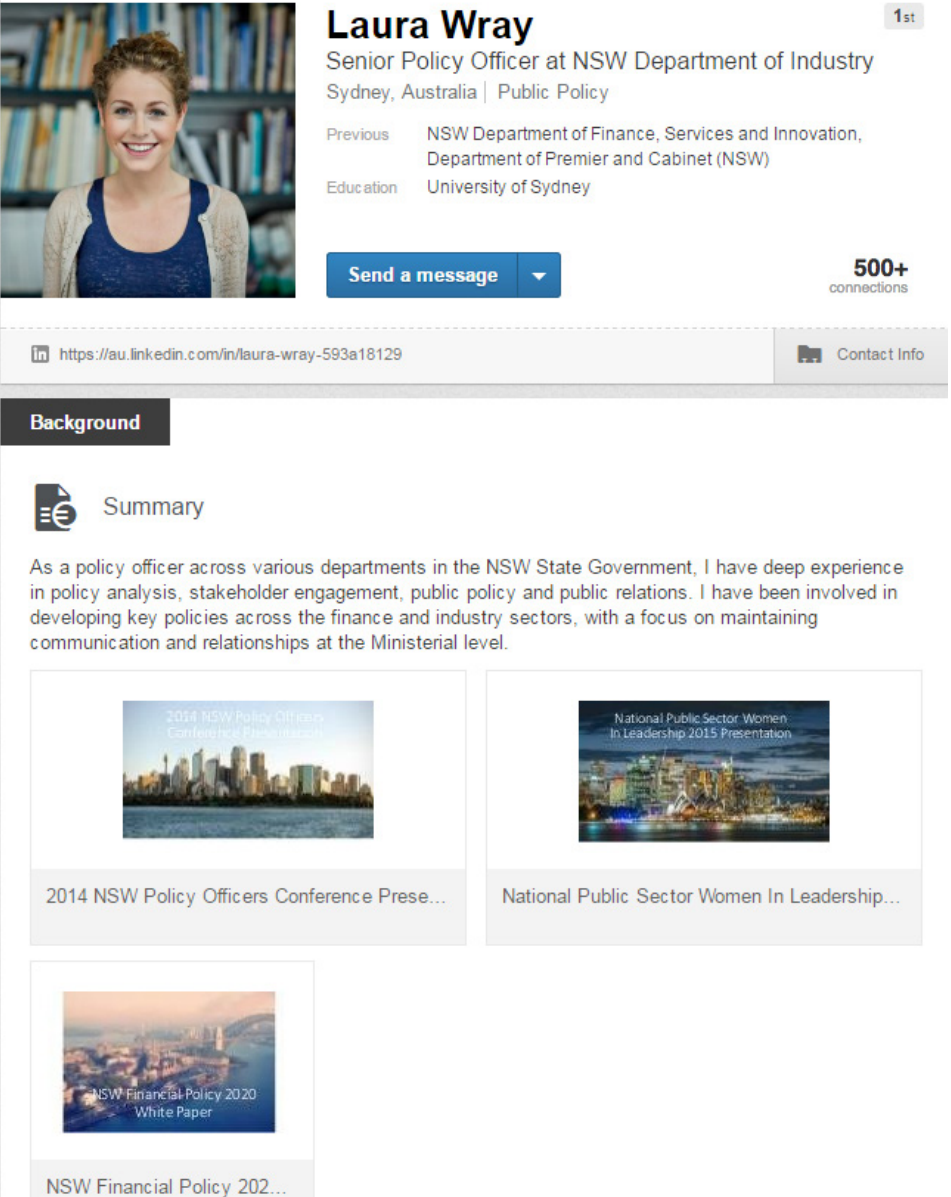
Add a section to your profile – be discovered for your next career step.

Summary Adding a summary is a quick and easy way to highlight your experience and interests. Add summary	Language This can help you find a new job, get a promotion, or transfer overseas. Add language
Volunteering Experience 1 in 5 managers hired someone because of their volunteer experiences. Add volunteering experience	Volunteering Opportunities Non-profit organizations could be looking for someone like you. Add volunteering opportunities
Organizations Add more color to your professional identity to show who you are. Add organizations	Honors & Awards Show the recognition you've earned. Add honors & awards

Step three: Summary

The Summary is a great place to **highlight** your overall experience, and give readers a snapshot of your career. In this section, you should use keywords to describe yourself and your unique set of skills. Keywords are the specific terms, such as 'project management', 'financial planner', or 'marketing campaigns', that will make sure your profile shows up in relevant searches.

In the Summary, you can also add rich media like photos, videos and presentations to help your profile shine. You could also include any relevant links to published articles or research you've been involved in.



Laura Wray ^{1st}
Senior Policy Officer at NSW Department of Industry
Sydney, Australia | Public Policy


Previous NSW Department of Finance, Services and Innovation,
Department of Premier and Cabinet (NSW)

Education University of Sydney


[Send a message](#)


<https://au.linkedin.com/in/laura-wray-593a18129> [Contact Info](#)


Background

 Summary

As a policy officer across various departments in the NSW State Government, I have deep experience in policy analysis, stakeholder engagement, public policy and public relations. I have been involved in developing key policies across the finance and industry sectors, with a focus on maintaining communication and relationships at the Ministerial level.


2014 NSW Policy Officers Conference Prese...


National Public Sector Women In Leadership...


NSW Financial Policy 202...

Step four: Employment history and qualifications

Add your previous places of employment, a [description](#) of your responsibilities and the dates you worked there. This is an opportunity to tell your story; you can highlight the important positions that have helped you get to where you are today.

Highlight any achievements during these roles and provide as much detail as possible.

Adding examples of any volunteering experience elevates your profile and can help you find more charitable opportunities. The causes you're passionate about show readers a little about who you are, and can be just as important as your employment history.



Experience

Senior Policy Officer

NSW Department of Industry

February 2012 – Present (4 years 10 months) | Sydney, Australia

I develop internal policies, processes and functions to improve the performance of the regulators across the Department of Industry. I help ensure effective governance of new projects, including establishing appropriate governance and risk frameworks, performance measures and reporting standards. I also undertake post-project evaluations and communicate lessons learnt to improve the Department's project management methodologies and capabilities.



Executive Officer

NSW Department of Finance, Services and Innovation

March 2010 – February 2012 (2 years) | Sydney, Australia

In this position I managed a team responsible for finance matters, and coordinated the allocation of work across the branch, including Ministerial and Parliamentary material. My team provided quality assurance for the directorate by analysing and editing all material prior to executive approval. My responsibilities included maintaining positive relationships with the Ministerial office on behalf of the directorate.



Education

University of Sydney

Bachelor's Degree, Political Science and Government

2003 – 2007



Volunteer Experience & Causes

Mentor

Young Professional Women Australia

January 2014 | Civil Rights and Social Action

Young Professional Women Australia is a peer-to-peer networking community for the next generation of female senior executives and boardroom leaders - professional women under the age of 40. Mentors provide coaching, training and mentoring that allows each participant to develop their leadership capabilities and build collaborative relationships and networks.



Step five: Making connections

Now it's time to find colleagues, past and present, to connect with. Send invitations to colleagues who don't have LinkedIn profiles. You can search your email address book or find people you met while studying by doing an alumni search.

Adding someone as a connection doesn't just bring you closer to them, it brings you into their circle of connections. Consider the LinkedIn invitations you receive not just in terms of how knowing them will benefit you, but also how their connections can. Connecting with a team leader in a partner organisation can expand your circle of second connections to include their team, so you can see articles and blog posts they share and stay up to date with them.

When you send an invitation, **personalise** the request with a line or two about how you know the person or where you met.

[Add Connections](#) [Colleagues](#) [Alumni](#) [People You May Know](#)

Invite Lauren to connect on LinkedIn

How do you know Lauren?

- ☐ Colleague
- ☐ Classmate
- ☒ We've done business together
- ☐ Friend
- ☐ Other
- ☐ I don't know Lauren

Senior Content Editor at King Content ▼

Include a personal note: (optional)

Hi Lauren,

It was great to meet you at the Young Leaders conference last week. I'll definitely look up that book you mentioned!

Looking forward to catching up again soon,
Jen

[Send Invitation](#) or [Cancel](#)

Important: Only invite people you know well and who know you. [Find out why.](#)

Step six: Endorsements and recommendations

Endorsements and recommendations make sure your profile shines. You can formally request recommendations, which are written testimonials from other LinkedIn members, or you could ask colleagues in person. Receiving recommendations can be a great testimonial to your skills and work experience, and writing them for others is a fantastic way to show appreciation for your former and present colleagues.

In the [Skills & Endorsements](#) section, click 'Add Skill'. Begin typing the name of a skill, such as 'Report writing' or 'Project management', and select the applicable skill from the dropdown menu. You can also reorder the list of skills to prioritise what's most important.

Note your skills on your profile and ask your connections to endorse you. Endorsing your current and former colleagues' skills is a great way to prompt them to endorse you in return.

The screenshot shows the 'Skills' section of a LinkedIn profile. At the top, there's a header 'Skills' with a person icon. Below it, the 'Top Skills' section lists various skills with their endorsement counts and a row of profile pictures of people who endorsed them. The skills listed are: Policy Analysis (12), Editing (11), Government (11), Social Media (9), Policy (11), Stakeholder Engagement (13), Blogging (14), Public Relations (4), Policy Development, and Corporate Communications (3). Below this, a section titled 'Frances also knows about...' displays a grid of related skills with their endorsement counts: Nonprofits (5), Public Policy (5), Social Media Marketing (3), Web Content (3), Strategic Policy... (3), Writing (2), Feature Articles (2), Research (3), Violence Against Women (2), Publishing (2), Strategic Planning (1), Management (2), Journalism (1), Copywriting (1), and Strategic Communications (1). A 'See 11+ >' button is at the bottom of the grid.

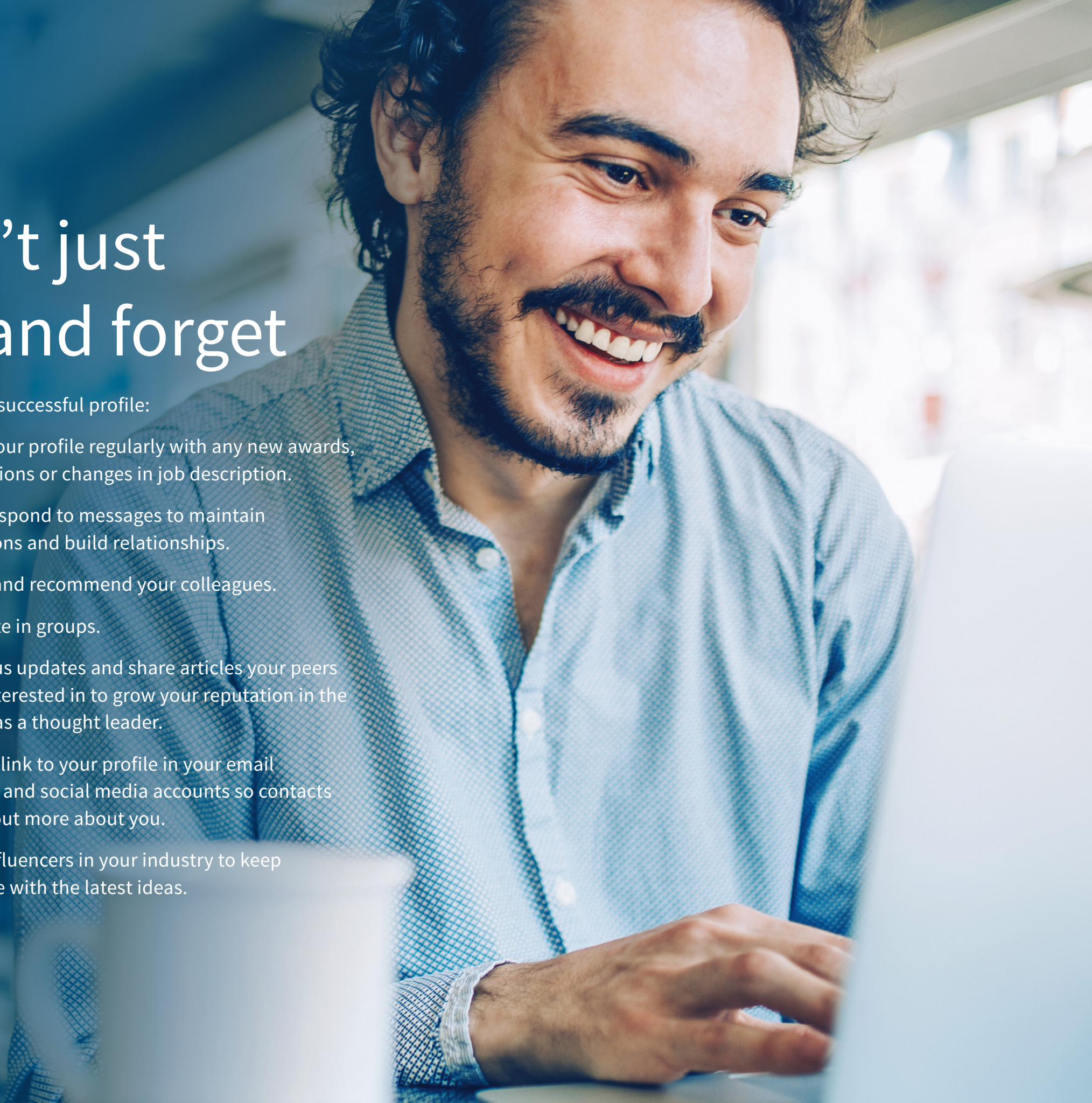
Skill	Count
Policy Analysis	12
Editing	11
Government	11
Social Media	9
Policy	11
Stakeholder Engagement	13
Blogging	14
Public Relations	4
Policy Development	
Corporate Communications	3

Skill	Count
Nonprofits	5
Public Policy	5
Social Media Marketing	3
Web Content	3
Strategic Policy...	3
Writing	2
Feature Articles	2
Research	3
Violence Against Women	2
Publishing	2
Strategic Planning	1
Management	2
Journalism	1
Copywriting	1
Strategic Communications	1

Don't just set and forget

To maintain a successful profile:

- Update your profile regularly with any new awards, qualifications or changes in job description.
- Always respond to messages to maintain connections and build relationships.
- Endorse and recommend your colleagues.
- Participate in groups.
- Post status updates and share articles your peers will be interested in to grow your reputation in the industry as a thought leader.
- Include a link to your profile in your email signature and social media accounts so contacts can find out more about you.
- Follow influencers in your industry to keep up to date with the latest ideas.



Stay current with LinkedIn

[LinkedIn Pulse](#) is an easy way to stay up to date. Articles are integrated into your newsfeed, curating information that's relevant to you based on your interests, industry and skills.

Any organisations or channels you follow on LinkedIn will appear in your newsfeed, and you can create your own lists about topics that interest you, such as green energy, new technology or managerial advice.

Premium account perks

You could also consider a [Premium account](#). It allows you to access profile analytics and information on who has seen your profile in the past 90 days (you can see the last five people who viewed your profile with a free account). You can also send InMail – direct messages to people you're not connected with.

Premium accounts also give you insights into your job applications. If you're interested in a position advertised through LinkedIn, you can see how you compare to the other applicants, and find out about the company's hiring trends.

Continue your education

The [LinkedIn Learning](#) platform includes more than 5,500 courses and 250,000 video tutorials. Take courses on your computer, or even on your smartphone or tablet. You might take one two-hour course as an introduction to a subject, or you might like to enrol in a learning path and spend several weeks really getting to grips with a new skill. With video and written content from experts around the world, there's no shortage of possibilities.

Kick start your LinkedIn journey today –
edit your profile, add a photograph and
share insights with your peers.



About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organisations of all sizes find, attract and engage the best talent. Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 450 million members worldwide, LinkedIn is the world's largest professional network.

[Contact us](#) to get in touch with a LinkedIn Talent Solutions specialist.



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