



# Toolkit: LinkedIn Guide for Parents.

HOW TO HELP YOUR CHILD BUILD A PROFESSIONAL ONLINE PRESENCE.

As your child prepares for the world of work, having a strong online professional presence is more important than ever. LinkedIn is the leading platform where students, graduates, and professionals connect, showcase their skills, and discover career opportunities.

This guide will help you understand how LinkedIn works, why it matters, and how you can support your child in creating a profile that opens doors.

## Why *LinkedIn Matters* for Students and Graduates.

Even before graduation, students can use LinkedIn to:



Create a digital CV that's easy to share.



Connect with lecturers, classmates, alumni, and professionals in their field.



Follow companies and industries they're interested in.



Learn about internships, graduate programmes, and job opportunities.



Showcase certificates, projects, and achievements.



Get career insights by reading articles and seeing what others in their field are doing.

Many employers review a candidate's LinkedIn profile as part of the hiring process, sometimes even before the first interview.

## Key Elements of a Strong LinkedIn Profile.

Here are the most important sections for your child to complete and how you can support them:

### 1. Professional Photo

- A clear, friendly headshot photo with a neat appearance
- Neutral background, ideally in natural light
- Profiles without a profile picture are often viewed as incomplete and can result in significantly fewer views and connections

How parents can help: Offer to take a good-quality headshot at home, no graduation gowns, selfies, or party pictures!

### 2. Headline

A concise headline that explains what they do or aspire to do. Include their current role, field of study, or career aspirations.

Examples:

- "BCom Accounting | Aspiring Marketing Analyst | Passionate About Consumer Behaviour"
- "Computer Science | Aspiring Software Engineer, Java, Python, C++ Enthusiast"

How parents can help: Brainstorm ideas with your child that reflect their personality and career goals.



### 3. About Section (Summary)

A concise headline that explains what they do or aspire to do. Include their current role, field of study, or career aspirations.

- What they're studying
- What they're passionate about
- Any career interests or goals
- Personal strengths
- Projects and practical experience
- Extracurricular activities

How parents can help: Help them reflect on their goals and strengths. If they're unsure, start by writing a rough draft together.

### 4. Education

Include their current qualification, institution, year of study, and relevant subjects.

Tip: They can also list achievements, leadership roles, or societies they've joined.

### 5. Experience

Internships, part-time jobs, volunteer roles, or campus leadership roles.

Tip: Even tutoring, retail jobs, or organising student events count as valuable experience!

### 6. Skills

Add at least 5–10 skills (e.g., public speaking, data analysis, digital marketing).

How parents can help: Help your child identify what they're good at, from academic projects or extracurricular activities.

### 7. Courses, Certificates & Projects

- Include short online courses (like from LinkedIn Learning, Coursera, etc.)
- Add academic or personal projects related to their field

How parents can help: Encourage them to complete a short online course and add it to their profile.

