

How do you optimise your LinkedIn profile?

I don't have any personal details in my summary. What personal details could I include in the summary that the summary is still professional and not too personal?

You can include activities at work you're involved in outside of your core role or what you are passionate about that may be work related or outside of work.

What would your view be on also posting content outside of the legal field? Does this show balance or detract from one's professional brand?

It's absolutely fine to share content outside of the legal world, the only advice would be is to use some common sense. Just think – is this something you'd share with your colleagues? Otherwise, it's great to show your interests! If you are specialising in private practice within certain industries it is great to share content from the sector and recent news to show you are on the pulse. If you are in-house you may want to share what your business is doing more generally of course too!

If you've worked in quite a few legal roles how much information from a cv should you include under the job description for each role on LinkedIn?

If you've had a lot of roles best to go with a few details on the most recent/relevant roles but still include a career history so we can see what you've done, where you have worked and understand your moves.

Is it possible that if you put too much detail in your profile it becomes confusing/hard to read?

Treat it like a highlight reel of your CV. It's best to include highlights/key achievements particularly in relation to your current/most recent work. No need to write a whole page for each role you've done but a few bullet points for each role you've had summarising what areas you've covered, clients you've worked with is essential.

What about "gaps" in the CV? Do you have to provide for an explanation on your profile?

Whilst you don't have to provide explanation I think it's useful as just shows us what you were doing and gives us a bit more of a clue into your career history (especially things like time out to study or travelling should absolutely be put in).

Should we amend our profile and highlight only the relevant information (omitting other non-relevant ones) depending on the role we are aiming for? Same as we would do when tailoring our CV.

You can absolutely highlight (for instance bringing to your personal summary) the most relevant information for roles that you want, but I would say giving a broad general overview and not cutting too much is best if you want to appear in as many searches as possible – it's all about those keywords so use them!

In the "open to opportunities" section, you can select the option: only for recruiters, but there is a disclaimer who shows: we can't guarantee complete privacy", for your organization, what does it mean?

This is a LinkedIn legal disclaimer as with everything it's difficult to guarantee something 100% absolutely but in theory no one from the recruitment team at your company who may have a licence can see that you are open to new opportunities.

In the recommendations section, should we proactively ask for them or just rely on people making them?

You need to ask for them as you have to send a link to the person you'd like a recommendation from, don't be shy, send away!

If we write it as though we're moving into a role in the future, does it potentially damage relations with your current employer? Thanks!

Depends how you write – you can use the "open to opportunities" tab to write what industry you'd like to move in to and your employer won't be able to see this. Otherwise adding a few sentences at the beginning of your bio to show for instance passion in software and tech if you're at a bank would just show a recruiter you're interested in those sectors but you're not exactly righting "I hate banking get me a tech job!"

Should the experience section have lots of info in it (like it would in the CV) or just a summary of where you've worked and titles?

The more information you have the better, so just don't just have titles and work places, do write what you've done in those roles, doesn't need to be at the exact same length of a CV.



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