Occupation Exploration via LinkedIn

Step 1: Create A Basic Profile, which you can initially set up as ‘private’

- Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as “Business Student, Queensland University of Technology” or “Recent honours graduate seeking marketing position.”
- Select a professional, high-quality headshot photo of you alone.
- Include your course title, majors and minors if applicable.
- Your professional summary statement should be concise and confident outlining your goals and qualifications, presented in short blocks of text for easy reading. Bullet points are also effective.
- Use the experience section of your profile to outline any jobs you have had in the past, including a summary of your responsibilities and achievements, including unpaid but relevant positions.

The above steps will get you started with a basic profile, which you could set to ‘private’ until you are ready to progress it as a networking and branding tool. Then, for tips on increasing the strength of your LinkedIn Profile, see: http://www.careers.qut.edu.au/student/resource/LinkedIn%20Info%20Sheet%202012.pdf

Step 2: Explore different occupations and career paths

Searching graduates of QUT

By typing ‘Queensland University of Technology’ into the central search field, at the top of the page, and selecting the ‘Universities’ option, you can explore the careers of over 80,000 QUT Alumni who have their profiles on LinkedIn. Select ‘Show More’ under ‘Where they Work’ or ‘What they do’, and then use the arrow on the right hand side of the page to show other search options, such as ‘What they Studied’ or ‘What they’re skilled at’. You could use this type of search to look at the profiles of individuals who have studied a particular course that you are considering, or who list a particular key skill that you have or are interested in gaining.

Once a selection of individual profiles appears, you can click on each person to view details such as their current and past work roles, their summary statement, their course and institution of study, as well as the groups they belong to, and organisations they are following.

*Please note some individuals have privacy restrictions meaning you may only be able to view a limited version of their profile.

Searching More Widely

Alternatively, from the LinkedIn homepage, you can select ‘Advanced’ next to the central search field, and search by either ‘Keywords’ or ‘Title’ – you can insert terms such as ‘psychologist’ or ‘public relations’ or any other occupation or skill. You can also search for people who work at a particular organisation using the ‘company’ search field.

Benefits of Searching on LinkedIn

- Search for people who’ve done your course / a course you are considering, and see what kind of roles they have worked in since completing their study.
- Search by a particular occupation title that you want to find out more about.
- Search for people who have your ideal job and try to identify patterns in what they studied and what jobs they had early in their career, to help you plan your own career path.
- Identify specific organisations you may want to work for in the future, or that you want to find out more about via their website.
- Discover relevant groups or organisations to ‘follow’ – this can be a great way to keep up with the latest news about your industry / a particular company.