



The Ultimate Guide To LinkedIn 2025

For International Students & New Graduates

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Build your personal brand



Maximise Your Study Abroad Experience: A Guide to Building Your Professional Brand as an International Student

With over 1 billion members worldwide*, LinkedIn is a powerful platform for building your professional brand, expanding your network, engaging with industry peers, and learning from experts.

This guide is here to help you make the most of LinkedIn and share your story in a way that supports your career ambitions in Australia.

Inside, you'll find best practice tips for showcasing your experience and skills to maximise your job search success in Australia.

**Source: blog.hootsuite.com/linkedin-statistics-business/*

Set up your LinkedIn profile

1. Make an impression with the right profile picture

Your profile picture is important – it helps people put a face to a name.

We are visual beings. Making your profile picture public can enhance your networking opportunities and foster a sense of familiarity and credibility.



2. Add A Background Photo

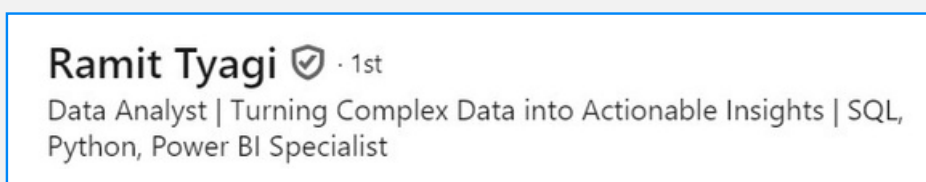
Choosing the right LinkedIn background photo serves as an extension of your personal brand, offering a snapshot of your professional identity and values.

For instance, if you work in technology, a background featuring circuits or digital elements could be appropriate, while someone in creative fields might opt for a more artistic or abstract image.

3. Make Sure Your Headline Is Clear

A compelling LinkedIn headline is crucial for making a memorable first impression on recruiters and hiring managers. To craft an effective headline, it's important to highlight your unique value proposition—what sets you apart from others in your field.

Incorporate relevant keywords that resonate with your industry, as this not only boosts your profile's visibility in searches but also immediately communicates your expertise. An example:



4. Turn Your Summary Into A Story

Your summary in the “about” section is your chance to tell your own story and what makes you different. Rather than just listing your skills or the job titles you have had, try to bring to life why those skills matter, and the difference they can make to the people you work with. You can summarise your career like a story, share a personal story that has shaped who you are, or include your personality however you want.

This is your most personal piece of content marketing and should be used to evoke engagement with the person who views your profile. Try to strike a conversational tone that invites the reader in. Your summary should be written in the first person.



5. List Relevant Work Experience

Focus on listing only the workplaces and experiences that align with your career goals. For each role, write a concise blurb highlighting your greatest achievements and areas of focus. This should give potential employers or connections an insight into your responsibilities, the impact you made, and your motivations.

For instance, if you had an internship where you developed a new marketing strategy that increased engagement by 30%, mention that specific achievement.

Additionally, include any professional learning or development programs you've completed, such as a certification course in data analysis or a workshop in cross-cultural communication, to demonstrate your commitment to professional growth and expertise in your field.



6. List Your Education & Qualifications

Don't forget to list your education.

Whether it's your undergraduate or postgraduate degree, a course you pursued while working, or squeezed in some time for training between roles, this is the perfect space to let everyone know your qualifications.

Congratulations, You Now Have A LinkedIn Profile, What's Next?

Grow Your Network

Growing your network is crucial to gaining influence and making an impact on LinkedIn. Make sure to connect with your peers and professors.

Get into the habit of following up meetings and conversations with LinkedIn connection requests – it is a great way of keeping your network vibrant and up to date.



We encourage you to engage with your LinkedIn network regularly, and that includes sending and responding to LinkedIn messages. It is a great way to connect with your peers and other community members.

Best Practices

Having a LinkedIn network is one thing, but actively engaging with that network is far more impactful. By regularly appearing in your connections' feeds and consistently providing value, you strengthen your presence and relationships.

Maintain a consistent presence by posting regularly, whether it's once a week or several times. Dedicate time each week to create content, and decide whether to schedule or publish it in real-time.

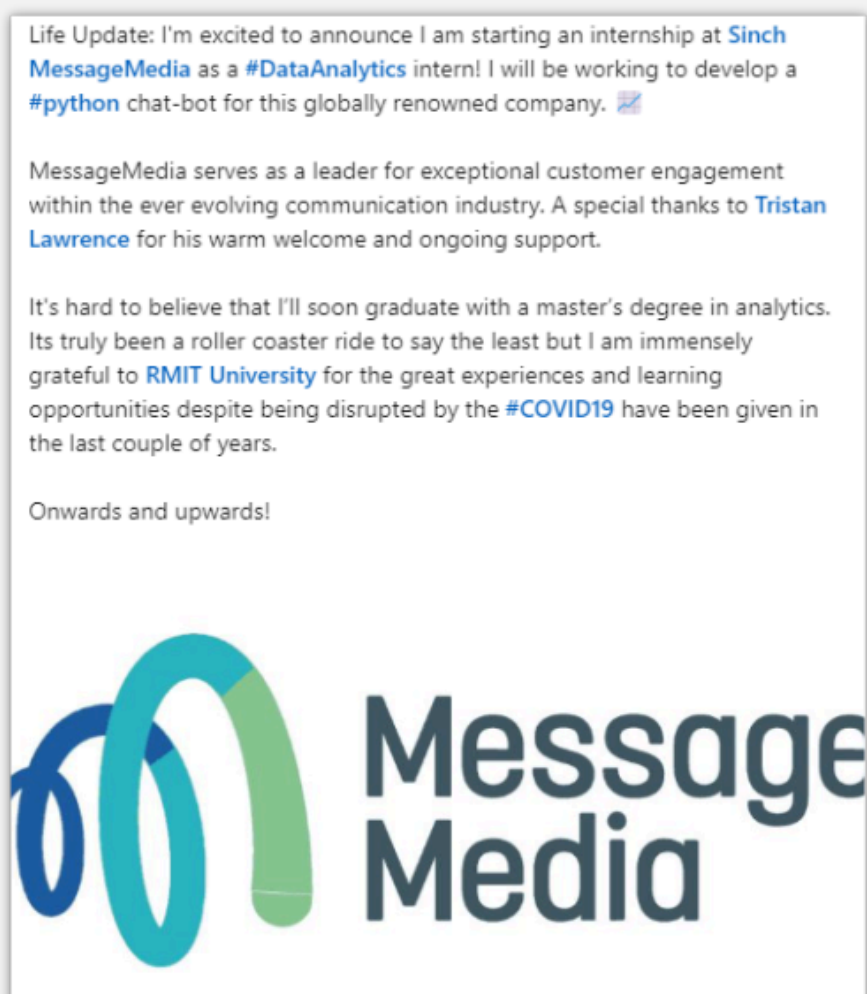
Be Clear & Visual

When posting on LinkedIn, clearly define the purpose of your post, whether it's to highlight academic achievements, share experiences from internships, discuss collaborations and projects, or showcase volunteering and extracurricular activities.

To enhance visibility, consider creating visual posts. Posts featuring photos or videos tend to receive much higher engagement compared to text-only content.

Amplify Your Message

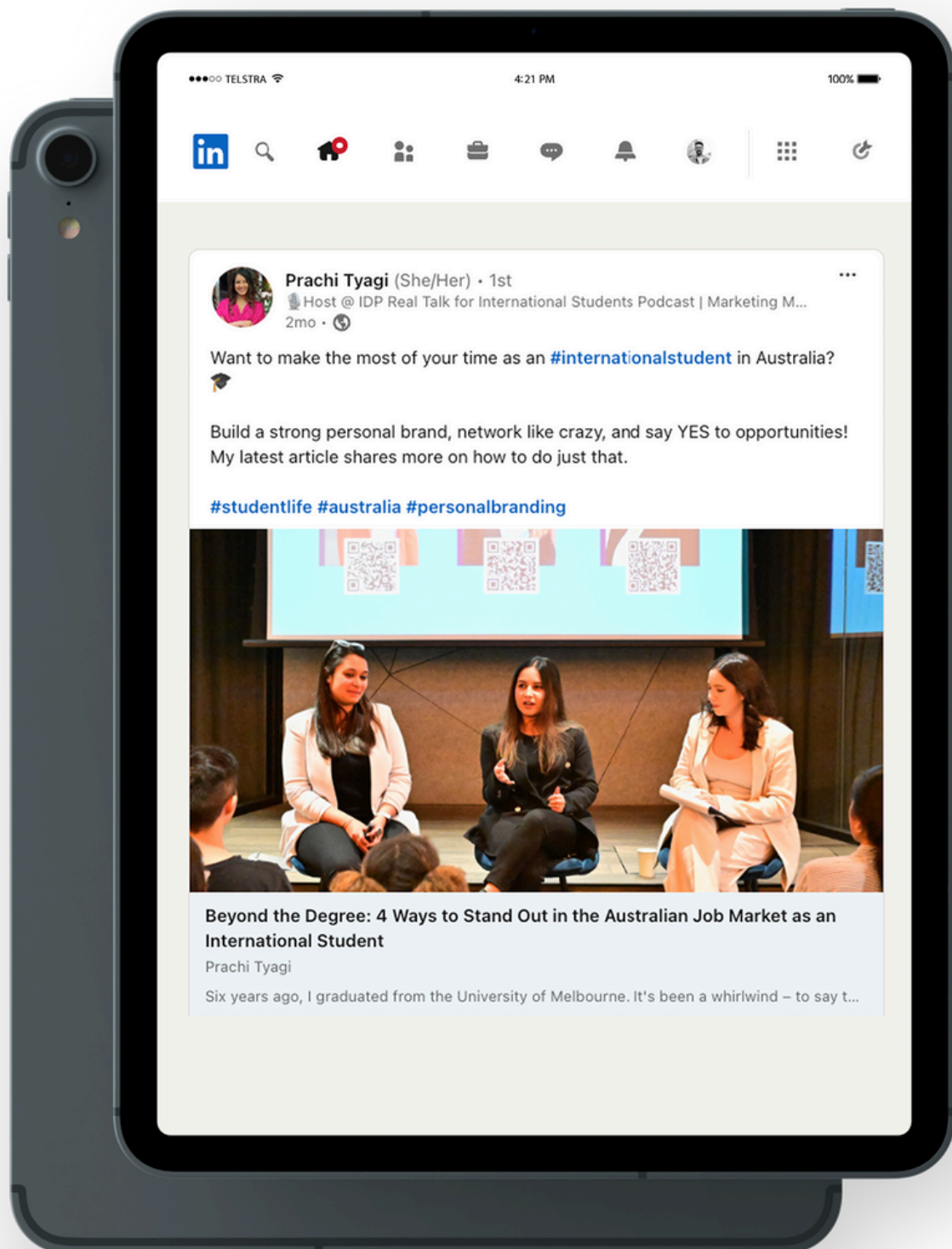
Don't forget to tag relevant individuals, organisations, or universities to increase the exposure of your post. This can help expand your reach and engage a wider audience.



Use Hashtags

Include hashtags at the end of your post to connect with others who have similar interests by using the # symbol.

Limit your posts to a maximum of 3 to 5 hashtags.



Sample LinkedIn Posts from Students

 **Alexis Ngunyi** (She/Her) • 1st
Find your voice on LinkedIn & stand out | Personal branding & Austr...
14m • 🌐

If you've ever felt stressed by networking, then this post is for you!

Imagine building connections that don't just boost your career, but also ...more



 **Divyangana Sharma** (She/Her) • 1st
Global Citizen Youth Leader 2024 | Victorian International Student of The Ye...
2mo • 🌐

So grateful to be a part of this team! Come visit the Hub :))

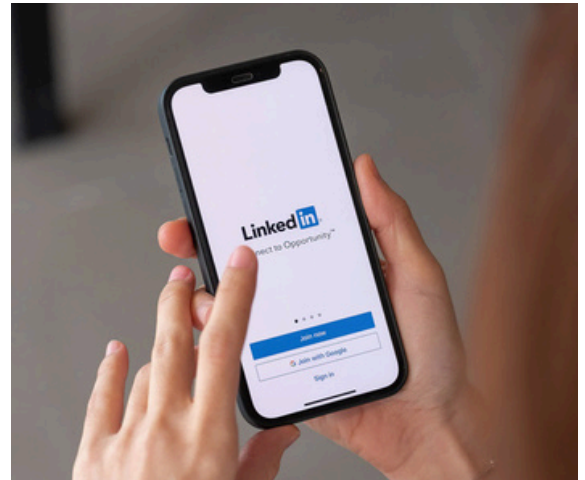
 **Department of Jobs, Skills, Industry and Regions**
75,000 followers
2mo • 🌐

We're supporting international students to accomplish their study goals and reach their full potential through the newly renovated [Study Melbourne Hub](#), which has just re-opened in the heart of the CBD. ...more



Best Practices

- ✓ Use the 'feature section' on your profile. This is a powerful tool to highlight what you do.
- ✓ Take advantage of the 'Skills' and 'Recommendations' section on your profile.
- ✓ Choosing relevant images can boost reach by 15-20% and even more with a relevant selfie, up to 30%.
- ✓ Personalised images, rather than generic stock photos, can significantly increase engagement by 45% and establish stronger authority.



For a comprehensive report, check out [LinkedIn Algorithm Insights 2024](#).

Did You Know?

Vertical photos are the most effective, especially since 64% of users are on mobile devices, yielding a 15% higher click-through rate than square images and 25% more than horizontal images.

Avoid editing more than 15% of your post's content after publishing to prevent a reach reduction.

Additional resources to help rock your LinkedIn profile

- ✓ [Customise Your Public Profile URL](#)
- ✓ Follow [LinkedIn News Australia](#) to keep up with LinkedIn Top Voices
- ✓ Upskill with [LinkedIn Learning](#)
- ✓ [Record and Display Your Name Pronunciation on Your Profile](#)
- ✓ Refer to the [LinkedIn Algorithm Insights 2024](#) for more resources
- ✓ Have questions about IDP? Check out [these FAQs](#)



