



A PILOT'S GUIDE TO LinkedIn[®]

BALPA
A grey graphic element consisting of two angled triangles pointing towards each other, forming a V-shape.

INTRODUCTION

Some of you will already have a LinkedIn account point but may have found less use for it once you became settled into an airline. Now is **an excellent time** to blow the cobwebs off your profile or start from scratch to create a LinkedIn profile. Especially in the current climate, it is important to be **open to new opportunities** and to utilise the connections you have already made in your career or previous industries.

WHAT IS LINKEDIN?

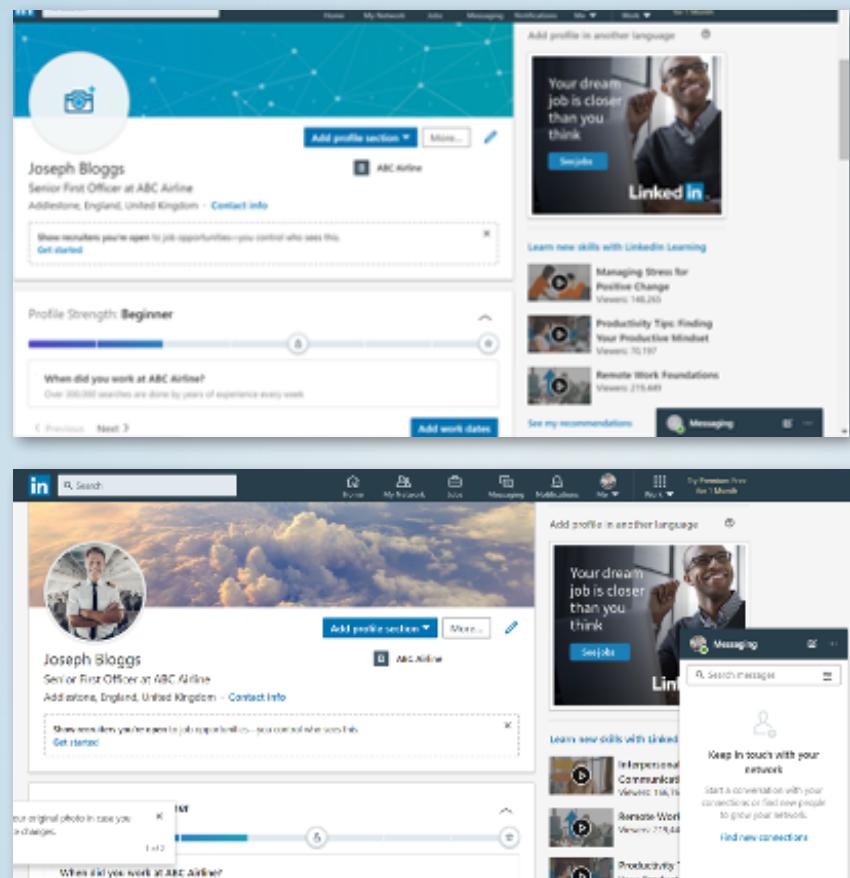
- LinkedIn is a **social network** that focuses on **professional networking** and career development.
- You can use LinkedIn to display your career experience, search for jobs, and enhance your professional reputation by posting updates and interacting with other people.
- LinkedIn is **free**, but a subscription version called LinkedIn Premium offers **additional features** like online classes and seminars, as well as insights into who's searching for and viewing your profile.

SETTING UP YOUR PROFILE

First things first, choose a profile picture and background picture by clicking the camera. make sure your **profile picture is professional in nature**. This doesn't mean the picture has to be a pro headshot, but avoid selfies, obvious holiday pictures or pictures of you holding a beer! There is no need to be too serious, a smiling profile picture can show that you are approachable and friendly.

Your background picture should also be professional in nature. Some pilots like to use their current company as their background picture, but this may not be feasible for you at moment, so **simple picture** will also do.

Click the 'edit' pen to ensure you have your correct details visible, such as your name, company (if possible) and location.



PROMOTE YOURSELF

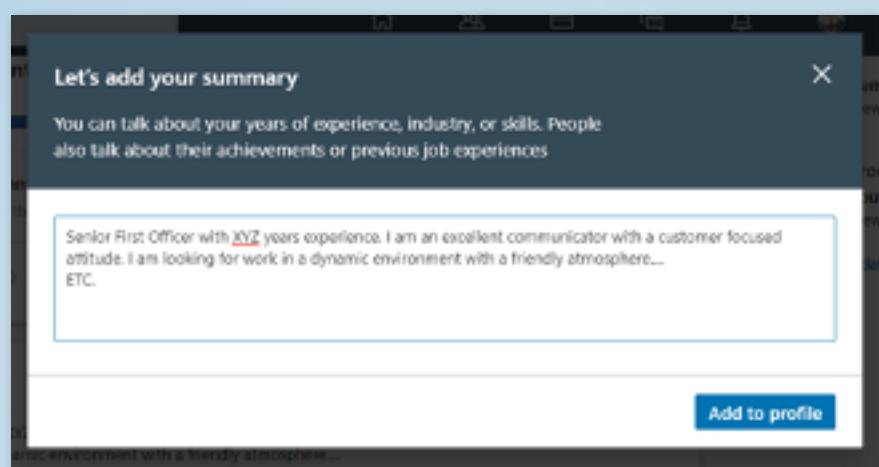
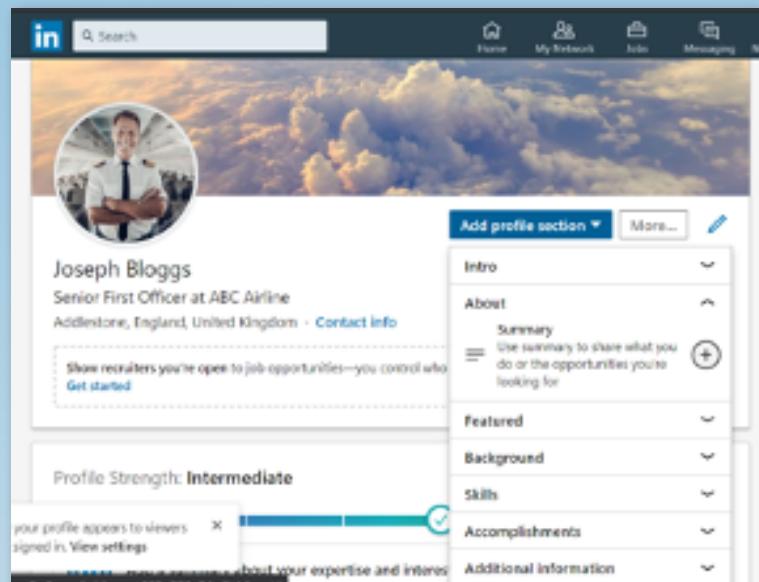
Use the **Summary** area to showcase your skills. Where you may be used to CV's based on data and made up of bullet points, now is your chance to explore your skills and experience in more words! As a pilot you will have a **broad range of skills** that may seem only linked to flying. However, you may be (temporarily) looking for a job outside of flying, which means you need to display your **transferable skills** for a potential employer or recruiter.

If this isn't something you have had to consider for a while, try to think about how your everyday tasks as a pilot can be translated into a more general skillset. To explore this, mentally run through a typical flight and note down any skill that springs to mind. For example:

- Excellent communication skills
- Problem solving
- Time management
- Conflict resolution
- Coping well under pressure
- Critical thinking

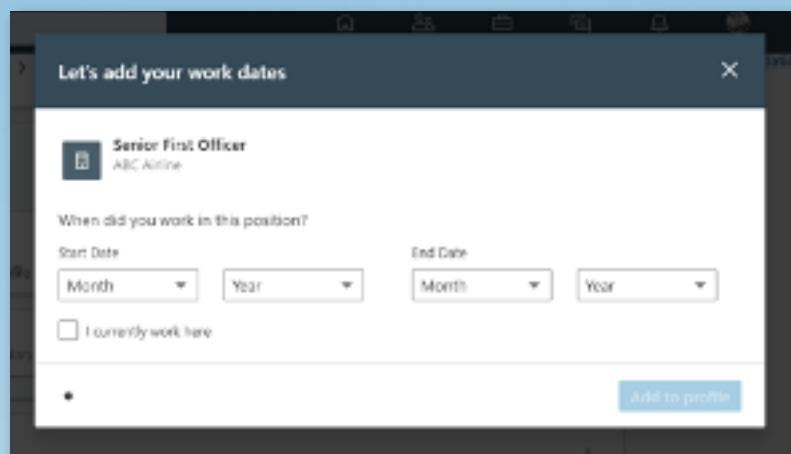
Any of these could relate to your flight or your co-pilot, crew, airport staff, or airline management. However these skills are also **transferable, invaluable** and are a requirement to most working environments. Choose some of these skills and elaborate on them in your summary section.

There are several ways to do this. Think about how your skills valuable to a potential employer? Do you flourish in high pressured situations? Are you good at motivating your colleagues? How could you benefit a new team? Are you a logical thinker who can come up with solutions to problems? These skills are a great way to market yourself to a potential employer.



JOB HISTORY

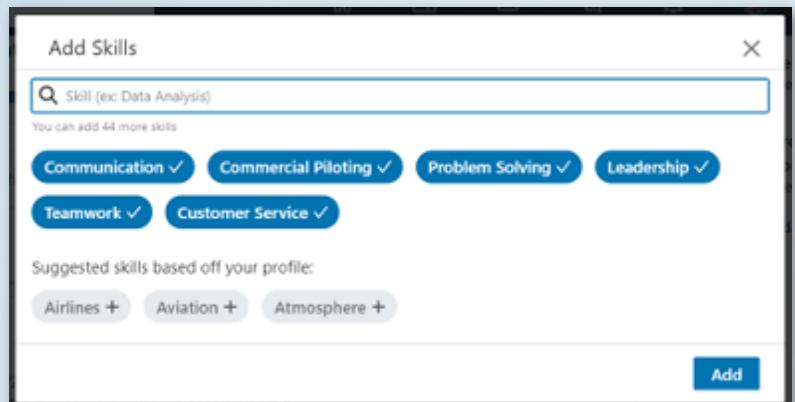
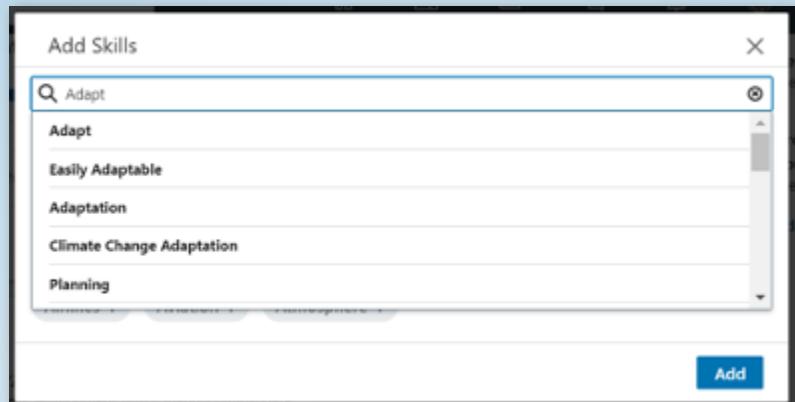
Include your previous jobs and if possible, note down some of the different components to these roles. It is good to include any previous industry roles or even voluntary roles. Even if they don't seem relevant, a varied employment history can show **versatility and adaptability**.



SKILLS AND ENDORSEMENTS

Think about the skills you identified in the previous section and include these in your Skills & Endorsement section. As well as your **soft skills** such as your attitude and work ethic, include any practical skills you have that are transferable, such as proficiency using Microsoft Word and Excel.

You can search for these on the skills section and add them to your profile. These skills can be endorsed by your previous colleagues or managers.



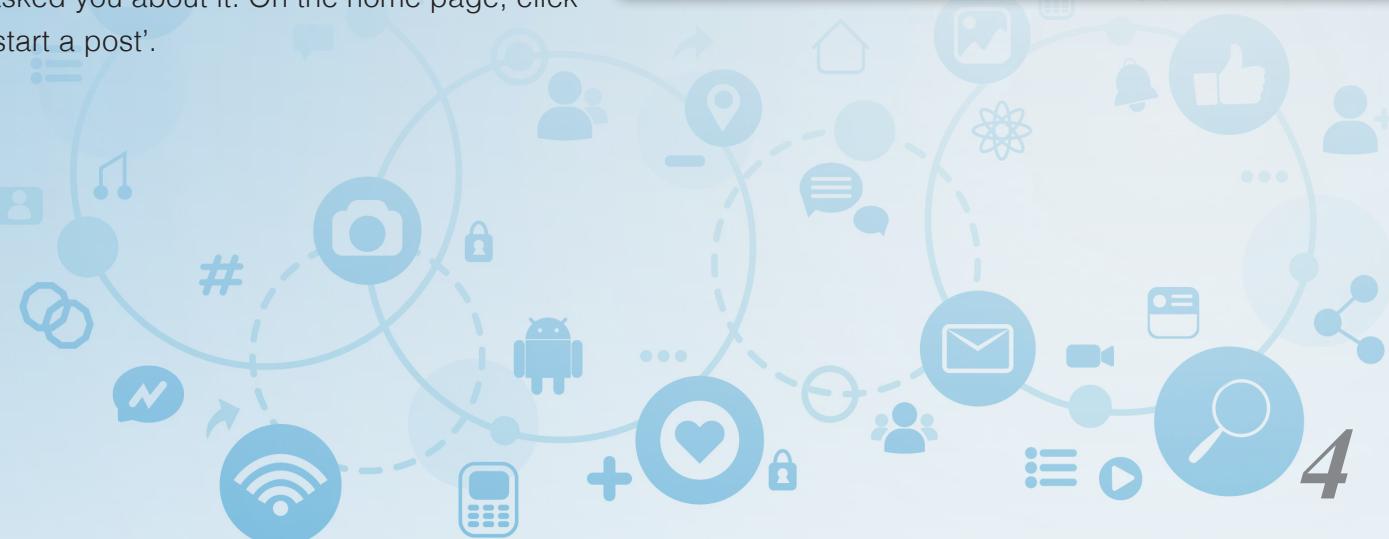
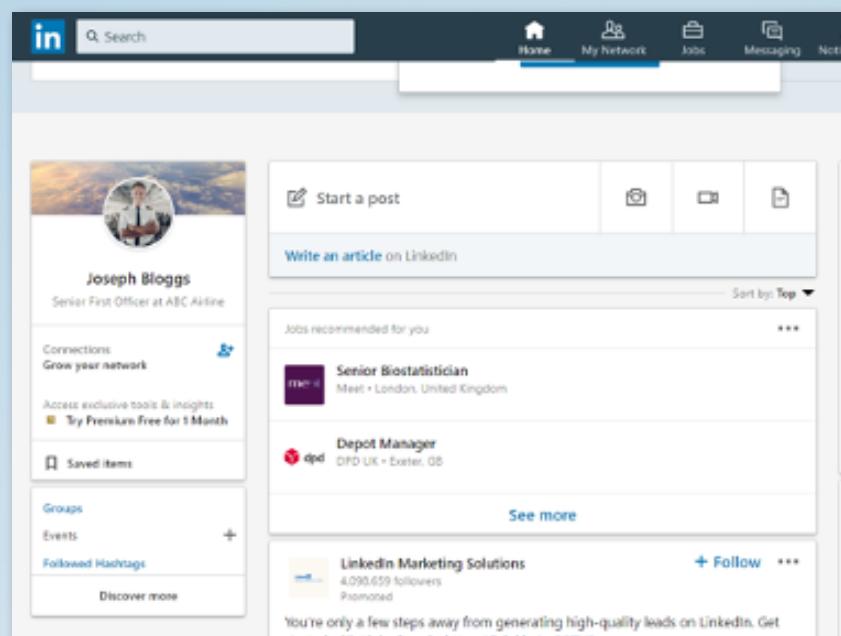
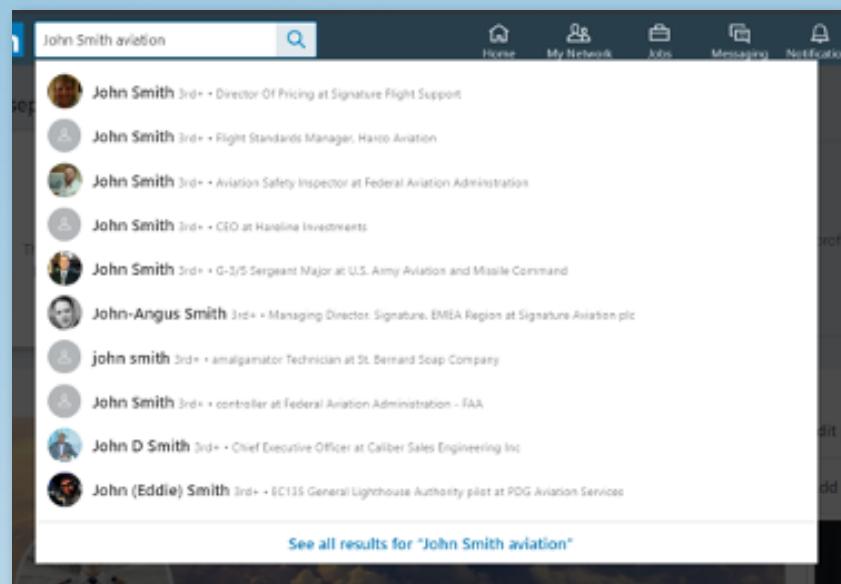
STAYING CONNECTED

The way to make the most out of LinkedIn is to **build and use your network**. Connect with past and present colleagues or others that you may have previously connected with in a professional or academic context. To find previous colleagues, you can use the Search bar. Click on those that are relevant and ask them to connect.

It is worth remembering that if you click on a person's profile, they are notified that you have viewed their page. You can also search for Jobs, Content, Companies, Schools and Groups.

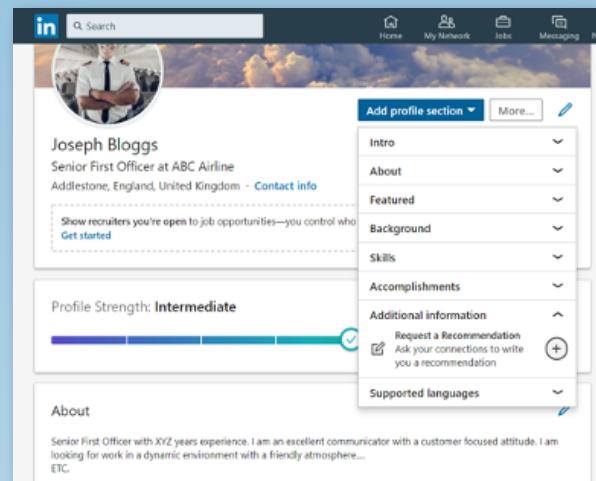
A great way to gain connections or traction on your profile is to **share relevant articles or blog posts**. Perhaps consider writing one yourself or comment and engage in discussions on other people's posts. If you are doing any volunteer work, or have completed an online course, make sure you share this and any relevant links that may help your network. These could be aviation related, or if you have a target industry in mind you can share these too.

Remember that what you post and comment can be viewed by many people, so keep your posts and replies **positive and relevant** and make sure that you would be happy if a potential employer saw it or even asked you about it. On the home page, click 'start a post'.



RECOMMENDATIONS

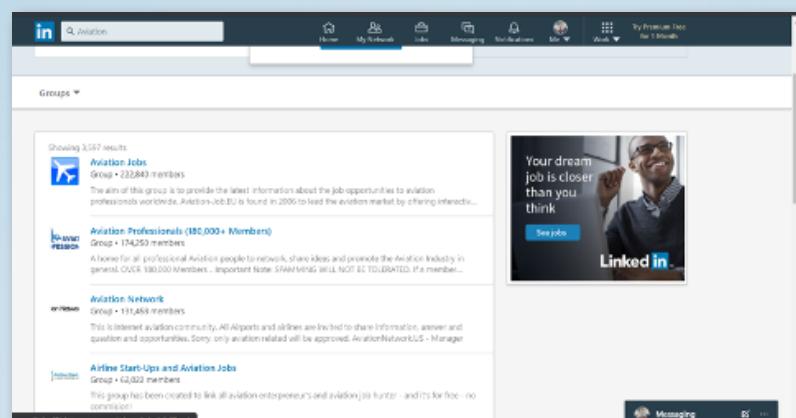
Make use of the **Recommendations** feature by asking previous managers or colleagues to write you a recommendation. These recommendations are a good way to highlight the skills you have already mentioned and can **highlight other talents**. These are visible on your profile and can be viewed by your connections and future employers. It is also good practice to give recommendations out to your previous colleagues, as these are also visible on your profile. Being professional and supportive of previous colleagues is a good way to demonstrate that **you are a team player**.



JOINING GROUPS

Search 'Aviation' in 'Groups', using the Search bar.

You can ask to join groups related to aviation or any other industries that interest you. This will allow you to join in the conversation on topics that interest you and can mean you are best place to know what is going on in these industries. You can search for groups in the Search bar at the top of the homepage. There are many that may be relevant, one of which is 'Aviation Professionals' which has many thousands of members.



Finally, don't be afraid to **actively seek out** opportunities and connections. This is the time to be proactive, so connect with people, utilise the direct messaging option and ensure you are keeping track of your messages and any opportunities.

SUMMARY OF MAIN FEATURES

HOME

Once you've logged in to LinkedIn, the home feed is your news feed, showing recent posts from your connections with other professionals and company pages you're following.

PROFILE

Your profile shows your name, your photo, your location, your occupation and more right at the top. Below that, you have the ability to customize various different sections like a short summary, work experience, education and other sections similarly to how you might create a traditional resume or CV.

MY NETWORK

Here you'll find a list of all the professionals you're currently connected with on LinkedIn. If you hover your mouse over this option in the top menu, you'll also be able to see a number of other options that will allow you to add contacts, find people you may know and find alumni.

JOBs

All sorts of jobs listings are posted on LinkedIn everyday by employers, and LinkedIn will recommend specific jobs to you based on your current information, including your location and optional job preferences that you can fill out to get better-tailored job listings.

INTERESTS

In addition to your connections with professionals, you can follow certain interests on LinkedIn as well. These include company pages, groups according to location or interest, LinkedIn's SlideShare platform for slideshow publishing and LinkedIn's Lynda platform for educational purposes.

SEARCH BAR

LinkedIn has a powerful search feature that allows you to filter your results down according to several different customizable fields. Click "Advanced" beside the search bar to find specific professionals, companies, jobs and more.

MESSAGES

When you want to start a conversation with another professional, you can do so by sending them a private message through LinkedIn. You can also add attachments, include photos and more.

NOTIFICATIONS

Like other social networks, LinkedIn has a notification feature that lets you know when you've been endorsed by someone, invited to join something or welcomed to check out a post you might be interested in.

PENDING INVITATIONS

When other professionals invite you to connect with them on LinkedIn, you'll receive an invitation that you'll have to approve.

