

A guide to optimising your LinkedIn profile



HEADSHOT

A best practice for an optimised LinkedIn profile is a professional headshot. Choose a professional photo with good lighting and a simple background. Your face should be clearly visible.

BANNER IMAGE

Replace the standard “geometric blue” with imagery that is meaningful to you or gives context to your professional expertise.

HEADLINE

Instead of listing your current title and company, use more general descriptors of your expertise, discipline focus, something you care about, a career key-skill (i.e., Digital Marketing Expert. Loyalty Marketing. Keynote Speaker). Use keywords relevant to the jobs you’re interested in. This helps in appearing in search results.

CUSTOMISE YOUR LINKEDIN URL

A personalised URL is not only more professional but also easier to share. It can simply be your name, which makes for a cleaner and more memorable link.

SEARCH

SEARCH HEALTH & SOCIAL CARE

Chris Pritchard - 2nd
Healthcare Recruitment Expert
Stockport, England, United Kingdom · [Contact info](#)
<https://www.search.co.uk/about-us/leadership/chris-pritchard/>
8,278 followers · 500+ connections

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Featured

Post
The Telegraph has reported this morning that the government are planning legislation to prevent workers from working across multiple sites. This will of course bring about the Catch-22 situation of care homes needing staff support but not being able to fill vacant shifts.
Back in May we put together some guidance outlining how agencies and care homes can work together to reduce staff rotation. Most is still relevant, although the testing situation has definitely...
26

Activity 8,278 followers [Following](#)

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Chris Pritchard posted this · 3d
New role! Deputy Clinical Manager, £41000 - £43000 per annum - #Northampton.
... [show more](#)

Deputy Clinical Manager
www.search.co.uk · 1 min read
3

Chris Pritchard posted this · 4d
As the festive season gears up, it's time to let loose and celebrate! 🎉
But it's also a busy time for our healthcare heroes. 🏥
Search is proud to represent exceptional nurses and healthcare workers to support the hosp... [show more](#)
Rachel Campbell and 35 others · 4 comments · 1 repost

ABOUT

Use this section to give a high-level overview of your expertise: clients, industries, leadership philosophy. Share a bit of you and your unique career story. Don't just copy your professional summary from your CV, rather take some time to paint a picture of your career arch. Write in a conversational tone to engage the reader but keep it professional.

EXPERIENCE

Use your master CV to update your experience section. Pull data-driven, impact statements from your CV (successful campaigns, programs, projects, teams built/managed). Don't list all your examples from your CV, but some of your best examples. Whenever possible, quantify your achievements (e.g., "increased sales by 20%").

EDUCATION

List your relevant educational experience, with appropriate context (completed degree) and Certifications (and dates). You can also mention significant extracurricular activities, especially if they're relevant to your career goals.

VOLUNTEERING

Use this section to further show what you care about as a complete professional human. Remember people are ultimately viewing your profile and hiring a full person, not robots. Highlight any leadership roles or specific impacts you made through your volunteering.

RECOMMENDATIONS

Ask for recommendations... Aim to get recommendations from a variety of people (managers, colleagues, clients). They add instant credibility and provide a real understanding of what others see as your talents.

By crafting a comprehensive, keyword-rich, and personalised career story on your LinkedIn profile, you are not only enhancing your visibility to recruiters but also increasing the likelihood of being approached for an initial conversation.

Remember, the key to a standout LinkedIn profile is consistency, professionalism, and making sure every section adds value to your professional story. Keep your profile updated and engage with your network regularly for the best results.

SEARCH

Chris Pritchard posted this · 5d

Great opportunity for a Community Mental Health Specialist in a national role! Contact [Lisa Broster](#) for more details

 **Strategic Director of Community Mental Health**
Job by Search
England, United Kingdom (Hybrid)

Show all posts →

About

Experienced Senior Recruitment Director with twelve years experience recruiting across the UK to social care, healthcare and housing, from executive roles to volume campaigns.

Leading our health and social care teams across England, I am driven by the talented, selfless, and determined people I meet and represent every day. Each and every one of the nurses, support workers, social workers and social care specialists truly are heroes.

I am always interested to hear from both health and social care professionals and organisations to discuss how we can work in partnership.

Specialties: Social Care Recruitment, Social Housing Recruitment, Training Co-Ordination, Recruitment Campaign Management, Contract Management, Search and Selection

Experience

 **Search**
12 yrs 10 mos

● **Managing Director**
Full-time

Dec 2022 - Present · 1 yr 1 mo
Manchester, England, United Kingdom

Leading one of the UK's largest and longest established health and social care recruitment divisions, providing Nurses of all specialisms, care and support workers, Qualified Social Workers and spec ...see more

● **Senior Director**
Full-time

Jan 2022 - Dec 2022 · 1 yr
United Kingdom

● **Director**

Mar 2020 - Jan 2022 · 1 yr 11 mos
Manchester

Show all 5 experiences →

 **Branch Manager**

Morgan Hunt
Nov 2005 - Mar 2011 · 5 yrs 5 mos

Manager of the North East regional office at Morgan Hunt, specialising in recruitment in the following areas - Social Housing... see more

Education

 **The Manchester Metropolitan University**
BA, English
2000 - 2003

 **The University of Manchester**
MA, Creative Writing
2003 - 2006

Recommendations

Received Given

 **Bernadette Clarke** · 3rd
Managing Director Public Sector & NHS | HER+Data MCR Organiser | Co-curator One HealthTech
Manchester Hub
November 28, 2011, Bernadette managed Chris directly

I can wholeheartedly recommend Chris without reservation. He is hard working and dedicated and passionate about the work that he does. He has high standards when it comes to providing a good service to candidates and clients alike. He is adept at making it his business to know whats going on in the sector he works in and this knowledge proves invaluable when recruiting. Chris is a pleasure to work with and is an asset to the company he works for.

 **Fergal Bell** · 3rd
CV Writing - Building LinkedIn Profiles - Interview Coaching | Director of Magnus Recruitment Services
November 25, 2011, Fergal was Chris' client

I worked with Chris on a number of roles across UK and found his approach highly professional and very comprehensive. He sourced good quality candidates and these were briefed thoroughly on the company and the jobs. We had a good working relationship and I always felt we were aiming for a shared end result. Highly recommended.

Show all 6 received →