

Your LinkedIn is separate to your CV, it's a more personal and conversational style more than anything. CVs are written in the third person tense, your LinkedIn should be more about the first person perspective. Writing it from the heart in many ways, it's about what makes you tick and help build your network and personal brand.

There are the practical aspects of making it work for you by setting it up in the best possible way, these include:

○ Be accessible, this is to make sure your profile is public and discoverable, add as many contact details as possible and use a custom URL that is short and sweet.

○ Make it look appealing, first off add a professional photo and if you're in broadcast media use the multimedia functions but ensure it's not too overbearing.

○ Make a good header, as with your CV most people will only read the first section of it so get a catchy headline and put a lot of thought into the summary which could hook them in.

○ List work achievements, as this is different from your CV you've got a chance to go beyond job duties and spell out your accomplishments with bullet points on what you did and how you did it.

○ Use the additional features, there is space to list out languages, volunteering, projects and qualifications. Also the recommendation function so people can give you a glowing reference.

○ Go and network, try and get as many people you actually know to connect as double digit numbers are not appealing. Also join groups, post content and comment and join conversations..

Broadcast Consult



Ben Anchor

Broadcast Consultant, Contractor, Facilitator
London Area, United Kingdom · 500+ connections



About

I have been working at the 'hard end' of broadcast independently for many years, if there's a major transformation or project needing a specialist - this is where I shine. A big fan of cloud, DevOps and agile methods - I like having enough technical grounding and balance it with

Articles by Ben



Media Workflow's - the cookie cutter approach.

By Ben Anchor
September 1, 2020

Activity



I've been doing quite a few podcast interviews recently (if you'd like me to do an interview for you, e mail me at juliandismore@gmail.com) A...

Liked by Ben Anchor

Experience



Broadcast Consultant

Ancast
Nov 2013 – Present · 7 yrs 5 mos
London, Hong Kong

Education



Leeds Beckett University

Master's Degree, Creative Technology
2002 – 2004

Recommendations

A preview of what LinkedIn members have to say about Ben:

“ I have had the pleasure of working with Ben on a number of occasions. He is an expert in file

The more you engage with the LinkedIn community the better your network grows, connections turn into conversations and who knows where they'll lead. The instant messenger function is great and within a few exchanges sometimes your luck can change especially if your profile radiates 'open to work'.