

## LinkedIn vs CV: Three Key Differences You Should Know About



Is your LinkedIn profile a perfect copy of your current CV in digital form? If so, you could be missing out on some of the advantages this platform can bring to your Technology career. Although both your CV and LinkedIn are useful tools for your **IT job search**, they should be executed in very different ways. Understanding the differences between your CV and LinkedIn profile can help optimise your online presence to showcase your tech prowess most effectively to your network, as well as to potential employers and IT recruitment specialists.

Here are three key aspects to consider when looking at your CV vs LinkedIn profile.

### 1. The Main Function is Different

The essential differences between your CV and LinkedIn profile are most apparent in their unique purposes. Fundamentally, CVs are for job hunting and serve to match your experience and skills with the requirements of a specific IT job.

On the other hand, a LinkedIn profile functions as a tool for professional networking, helping to drive valuable connections with others in your industry. It allows you to cultivate your network, receive recommendations from peers and build an online presence and personal brand by writing blog posts or interacting in comments (amongst other activities). LinkedIn is also useful for staying current with industry news, tech trends and developments in IT. In addition, it can be more informal than a CV, with many professionals choosing to write in first person on LinkedIn – it is a social media platform after all!

### 2. It Serves as an Overview of Your Career

When applying for an IT job, your CV needs to be tailored to the specific requirements listed in the job ad. The information is limited to the role that is being sought, resulting in many versions of the same document. LinkedIn,

however, should offer a broader perspective, providing an overview of your qualifications, career history, skills, accomplishments and industry affiliations. Whilst you may have multiple editions of your CV, there should only be one LinkedIn profile that demonstrates the best parts of your career.

Another LinkedIn profile tip to consider is that you can go into more detail on LinkedIn than on a CV. As previously mentioned, an IT CV typically includes just the highlights and key info specific to a role, such as relevant technical skills and the details of similar IT projects undertaken in the past. In contrast, LinkedIn is a great avenue to elaborate on information that would otherwise be inappropriate for a CV. This could include other significant IT projects, extra achievements, a full record of technical competencies, the details of professional development, IT events attended and more.

### 3. It Should Be Continuously Developing

Although it's important to keep your CV up to date and ready for your next IT job search, each time you submit it in a job application, that particular version is final, whereas LinkedIn should be constantly evolving. That's the beauty of having an online brand – you can remain current and build a positive reputation in the IT industry over time.

To really take advantage of this online platform, regularly update it with new training, achievements and any added responsibilities. You can also publish blogs posts, create links to current IT projects and highlight technical skills gained. This allows your network to follow changes in your career as they happen and helps unlock new opportunities which you might not have been suitable for previously. Ultimately, LinkedIn should be viewed as an ever-evolving and growing career management tool.

### Summary

Understandably, many people aren't fully aware of the differences between a CV and LinkedIn profile, as they both showcase professional accomplishments. But by using our LinkedIn profile tips and taking the time to establish your online presence, you will be able to use the platform to its full potential and leverage the benefits of its network for your career. In the end, this could open the door to the IT job of your dreams and pave the way to the IT career you've always wanted.

For **more CV tips**, advice on job applications or support with your next IT job search, **talk to the team** at Sourced today.