



LinkedIn Guidelines



Benefits



Generate more inbound enquiries from LinkedIn



Increase the click-through rate of your LinkedIn profile



Build the strength and consistency of the Coyle brand



Improve Coyle's reputation and attract new talent



Increase the reach and audience of Coyle posts



Build your own personal LinkedIn networks



Employee LinkedIn Profiles

Coyle Personnel have created a set of LinkedIn guidelines for all employees. It is important that all employees follow these guidelines and make the required changes to their profiles.

In this guide you will find the required changes, as well as instructions on how to make them.

Please also follow these general guidelines:

- Connect with your colleagues on LinkedIn and share each other's posts
- Follow the Coyle LinkedIn page - <https://www.linkedin.com/company/coyle-personnel/>
- Share content posted by the Coyle LinkedIn page



Professional Headline

Your Professional Headline is text that appears below your name on your LinkedIn profile. It's displayed in search results and is separate from your job title. It can be used to make your profile stand out and show your area of expertise. You must use one of the following headlines, whichever you feel best suits your role. You must also insert the relevant sector/division (if applicable).

Helping clients to secure the best talent in the _____ industry

Searching for the top talent in the _____ sector

Placing talented individuals in exciting roles in the _____ sector

Delivering an exceptional experience to clients in the _____ industry, giving them access to the best candidates on the market

Offering workers in the _____ industry the chance to secure their dream job

If you're a non-sales employees (accounts, payroll, HR etc.), please use:

(Job title) at Coyle Personnel, one of the UK's largest privately owned Recruitment Agencies

The screenshot shows the LinkedIn homepage navigation bar with the following elements from left to right: the LinkedIn logo, a search bar with the placeholder text 'Q Search', and a series of navigation icons labeled 'Home', 'My Network', 'Jobs', 'Messaging', 'Notifications', and a yellow 'Me' dropdown icon. To the right of the 'Me' icon is a 'Work' dropdown menu. Below the navigation bar, on the left, is the heading 'How to set your Headline' followed by a numbered list: '1. When on your LinkedIn homepage, click the 'Me' dropdown in the top right, then click 'View Profile'. On the right side of the screenshot is a partial view of a user profile for 'Josh Bromage', with a yellow box highlighting the area where the headline is located.

How to set your Headline

1. When on your LinkedIn homepage, click the 'Me' dropdown in the top right, then click 'View Profile'

Josh Bromage
Planning and executing great
Digital Marketing for Coyle
Personnel

ACCOUNT



Professional Headline

2. Click on the pencil icon to edit the info on your 'Introduction Card'

3. In the 'Edit Intro' pop-up that appears, enter your headline into the headline text box

4. Click 'Save'

Edit intro



First Name *

Josh

Last Name *

Bromage

Add former name

Headline *

Type Intro

Current Position

Digital Marketing Manager at Coyle Personnel

Add new position

☒ Show education in my intro

Education

Swansea University

Add new education

Country/Region *

United Kingdom

ZIP code

Industry *

Staffing & Recruiting

SAVE



Profile Header Image

LinkedIn header also help to build brand awareness. We have created a number of different options, so please choose the one which best suits the sector you work in and add it to your profile.

Edit intro

EDIT

First Name * Josh Last Name * Bromage [Add former name](#)

Headline * Executing great Digital Marketing for Coyle Personnel, one of the UK's largest privately-owned Recruitment Agencies

Current Position Digital Marketing Manager at Coyle Personnel [Add new position](#)

☒ Show education in my intro

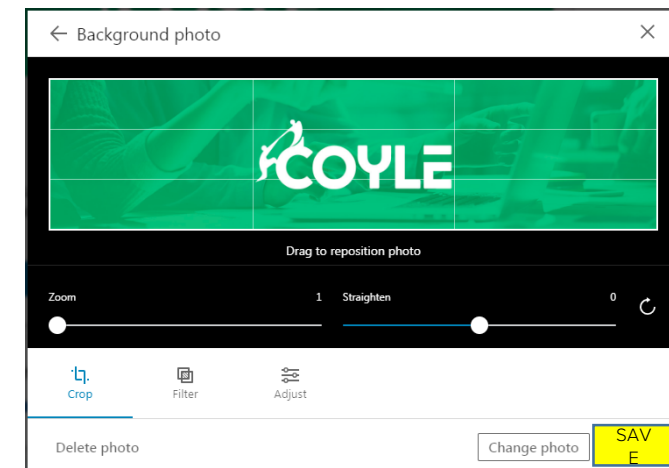
Education Swansea University [Add new education](#)

Country/Region * United Kingdom ZIP code

Industry * Staffing & Recruiting

Save

1. Download the relevant header image from the Coyle Wiki - <https://wiki.coyles.co.uk/coyle/coyle-website/linkedin/124/> (if you're a non-sales employee, choose your favourite and use that)
2. Similarly to changing your headline, open the 'edit intro' pop-up
3. This time, click the pencil icon in the top-right to edit your header image
4. Find the image you want to set as your header image and click open
5. A pop-up will appear giving you options to edit the image - do not make any changes as the images have been created at the correct size
6. Click 'Apply'





Other Profile Info

You can also add contact info to your profile, which can help drive traffic to the Coyle website, and also gives other LinkedIn users an easy way to contact you. Adding your phone number is optional, but you must add the Coyle website link. If appropriate, you can link directly to your division page on the website - e.g. <https://www.coyles.co.uk/medical/>

1. Go back to the 'Edit intro' pop-up
2. Make sure the info on 'Current Position' is correct
3. Scroll down slightly and click on the pencil icon next to 'Contact Info'
4. On the next page, enter the Coyle website URL (/sector if you wish), and mark it as a company website in the dropdown menu
5. If you like, add a phone number
6. Click 'Apply'

Edit intro

First Name * Last Name *

Josh Bromage

Headline *

Executing great Digital Marketing for Coyle Personnel, one of the UK's largest privately-owned Recruitment Agencies

Current Position

Digital Marketing Manager at Coyle Personnel

Education

Swansea University

Country/Region * ZIP code

United Kingdom

Industry *

Staffing & Recruiting

Contact info

Profile URL, Websites, Email, WeChat ID

EDIT

Save

Edit contact info

Profile URL

linkedin.com/in/joshbromage

Address

Email address

josh@bromage-smith.com

Birthday

Month Day

APPLY



Summary

The last thing to change is your profile summary. Please use the text below and enter your division/sector (if applicable). There are two versions of the first paragraph - one client-focused and the other candidate-focused. Please use whichever you feel is more relevant to your position. If you are a non-sales employee, please use the third option.

Intro 1 (client-facing)

I specialise in placing talented individuals in the _____ industry, securing the best talent for our clients. Please get in touch to discuss your recruitment challenges.

Founded in 1988, Coyle Personnel is one of the UK's top privately-owned recruitment agencies. Having started recruiting workers for the construction industry, Coyle Personnel now operates in multiple sectors, including rail, healthcare, technology, education, and more. As an ambitious company with lots of potential for further growth, we are constantly looking for opportunities to expand into new and emerging markets.

Coyle Personnel is able to supply businesses and organisations of all types with high-quality temporary, contract, and permanent workers. From established multinational corporations to hungry start-ups, our team of experienced consultants offers a bespoke service to find the right worker for the job. With 11 offices across the country, we are perfectly placed to find the perfect individual to suit any role.

Intro 2 (candidate-facing)

I specialise in finding talented individuals in the _____ industry, placing our candidates in new and exciting roles. If you're looking to take the next step in your career, connect with me and drop me a message.

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Intro 3 (non-sales)

Founded in 1988, Coyle Personnel is one of the UK's top privately-owned recruitment agencies. Having started recruiting workers for the construction industry, Coyle Personnel now operates in multiple sectors, including rail, healthcare, technology, education, and more. As an ambitious company with lots of potential for further growth, we are constantly looking for opportunities to expand into new and emerging markets.

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Summary

To change your summary:

1. Go back to the 'Edit intro' pop-up
2. Scroll down to the 'Summary' text box
3. Enter the correct copy (depending on your role and division)
4. Click 'Save'

If you have any issues or questions,
please email marketing@coyles.co.uk.

The screenshot shows a web form titled "Edit intro" with a close button (X) in the top right corner. The form contains the following sections and fields:

- bio**: A text area containing the text "Planning and executing great Digital Marketing for Coyle Personnel".
- Current Position ***: A dropdown menu showing "Digital Marketing Manager at Coyle Personnel". To the right is a link "Add new position".
- Education ***: A dropdown menu showing "Swansea University". To the right is a link "Add new education".
- Show above education in my intro**: A checked checkbox.
- Country/Region ***: A dropdown menu showing "United Kingdom".
- ZIP code**: An empty text field.
- Industry ***: A dropdown menu showing "Staffing and Recruiting".
- Contact info**: A section header.
- Profile URL, Websites, Email, WeChat ID**: A text area that is currently empty and highlighted in yellow.
- Media**: A section header.
- Add or link to external documents, photos, sites, videos, and presentations.**: A text label.
- Upload** and **Link**: Two buttons.
- Supported formats**: A small icon and text.
- Save**: A blue button at the bottom right.