



INDUSTRY MENTORSHIP: LINKEDIN PROFILE & ONLINE NETWORKING

Step 1: Profile Audit

Review the mentee's existing profile or setup plan together. Ensure it avoids a "bare-bones" structure, as a comprehensive profile directly boosts visibility and callbacks.

1. Photo & Banner

- **Photo:** Advise that it should be a clear headshot. Either against a neutral background with good lighting or from an event. PLACED may be able to provide a picture from our archive.
- **Banner:** Add a relevant, professional background banner to immediately show effort and completeness. This could be an associated company or project.

2. Headline & Bio Setup

- **Headline:** Use a clean, informative title following this format: PLACED Academy Participant | Aspiring [Architect / Planner / Civil Engineer] | Student at [School/College]
- **About / Bio Section:** Draft or refine a positive summary highlighting core skills and passions. Keep it personal and authentic; don't use AI to write it.

3. Experience & Skills Section

- **Prioritise Experience Over Education:** Position practical experience, volunteering, and PLACED Academy above school listings so employers can quickly visualise on-the-job capability.
- **Detail Work & Projects:** Ensure the experience section includes informative details, actionable bullet points, and metrics or project stats where possible.

Step 2: Outreach & Message Drafting Activity

Practice drafting structured, concise connection messages (3–6 sentences maximum).

MESSAGE STRUCTURE (3–6 SENTENCES)

1. Clear Introduction
2. Context (Where you met OR why you are reaching out)
3. Specific Interest or Goal
4. Polite, Simple Request or Question



Task 1: Draft a Warm Connection Message

Scenario: Reaching out to someone met at a PLACED event, site visit, or workshop.

Template: "Hi [Name], it was great meeting you at [Event/Venue]. I really enjoyed hearing your insights on [Specific Topic]. I'd love to connect here on LinkedIn, and if you ever have 15–20 minutes free, I'd love to grab a coffee and pick your brains about your work in the sector/at [Specific Company]. Best regards, [Mentee Name]"

Task 2: Draft a Cold Connection Message

Scenario: Contacting a professional or firm in a field of interest.

Template: "Dear [Name], I am currently a participant in the PLACED Academy and came across your profile while researching careers in [Field]. I really admire your work on [Project Name / Field]. I'd love to connect here, and if you ever have 15–20 minutes to spare, I would love to buy you a coffee and pick your brain about your experience in the industry. Best regards, [Mentee Name]"

Step 4: Action Plan & SMART Goal Setting

Conclude the meeting by agreeing on a specific action item for the mentee to complete over the next week.

Set a SMART Goal

Help the mentee choose one achievable, time-bound goal:

- Send 2 tailored LinkedIn connection requests to professionals met this month.
- Publish 1 post reflecting on a recent PLACED Academy workshop
- Follow up with a contact made during a networking event or panel session.