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# LESSON 15

## HOW TO USE LINKEDIN

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# WHAT IS LINKEDIN?

- It is the largest social network for working professionals. Two new users join LinkedIn in every second.
- It combines a job application portal and social network.
- It was founded in 2002.



# LINKEDIN

- The goal of the website is to enable registered members to establish and document networks of people they know and trust professionally.
- Individuals can create profiles and connect with contacts who can endorse their skills.
- Companies can also create profiles to advertise and post job openings that individual users can apply for. Infact, companies can be connected with potential partners and even hire new employees.
- LinkedIn can help you establish and expand your professional network. You can connect with people you know personally or professionally.
- Once you have created a profile, LinkedIn is more interested in creating strategic relationships.
- LinkedIn networking is about quality not quantity.
- Infact, It is considered the ideal platform for a person that wants to grow a business or some one that might wants to find a job, a higher-quality career opportunity.
- LinkedIn lets users search thousands of employments listing or event post job openings themselves.



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## WHY DO PEOPLE USE LINKEDIN?

- It is the best place to find leads, prospects and career opportunities and it has the ability to expand your network.
- Thanks to LinkedIn, you can build a network of professional contacts, stay up to date on the industries and companies you are interested in and you can find a new job.
- It is a powerful and versatile platform that can help you to achieve these goals and more.
- **LinkedIn can do a lot for your professional life!**



## **LINKEDIN: THE PROFILE**

- After registration, the first step on the profile is to add a professional picture where you are smiling, dressed appropriately and looking directly at the camera. First impressions are everything.
- The second step is to customize your headline. A catchy specific headline is a must. By default, LinkedIn will place your most recent job title as a headline. So, make sure you click on the edit button and customize the headline using keywords that makes it easier for others to find you. Incorporate your specialty and avoid generic headlines (120 characters are available).



## LINKEDIN: THE PROFILE



- The third step is to include a well-written summary. In general, this section is one of the most overlooked, The summary should address who you are, who you help and how you help them. Write about what type of career interests you, then discuss the area of expertise. You will also want to mention any volunteer work you have done and any awards that you have received. Now, you can add a little bit of personality by briefly mentioning your interests. Here, you have 2,000 characters available to create your summary and you can use headers, subheaders and bullet points to organize better the speech and help the reader through the content.
- In order to make easier for someone to reach you,include your email address at the very end.



## LINKEDIN: THE PROFILE

- Another important step is to include your work experience: start with a descriptive title and then enter the company name. If the company name is available, you are able to select it from the drop down menu. Selecting the company will automatically link you to their page. When writing your job description make sure that you identify your key accomplishments and achievements in just a few sentences. You want to strategically place keywords and quantify your accomplishments as best you can.
- This section needs to be written in first person.



## **LINKEDIN: THE PROFILE**

- Then, you will find the education section up to the introduction section. You will go ahead and just click on the little pencil icon and then find the spot where it lists your education. The education section tells a lot about you. You will add your school and the degree or degrees you have received. You will also have to add your grade point average. When it comes to your dates attended, enter the time period started to the time period you graduated. If you have more than five years out of high school and you have an undergraduate degree, you don't have to mention high school.
- In the step number six, you can emphasize your volunteer experiences and it is the perfect place to highlight your passions.
- The final step is related to skills. In this section, you can write your strength as a professional.





## **LINKEDIN, FACEBOOK, INSTAGRAM, TWITTER**

- qLinkedIn is different from other social networking sites, like Facebook, Instagram and Twitter, in that it is designed with business networking in mind.
- It is more closed network ideal for building professional relationships, as opposed to personal ones.
- That being said, LinkedIn does offer some features that are similar to the other social networks, such as groups and discussion forums.



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# thank you!



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