

# LinkedIn

## Learning Tools



Association Migration  
Solidarité & Echanges  
pour le Développement

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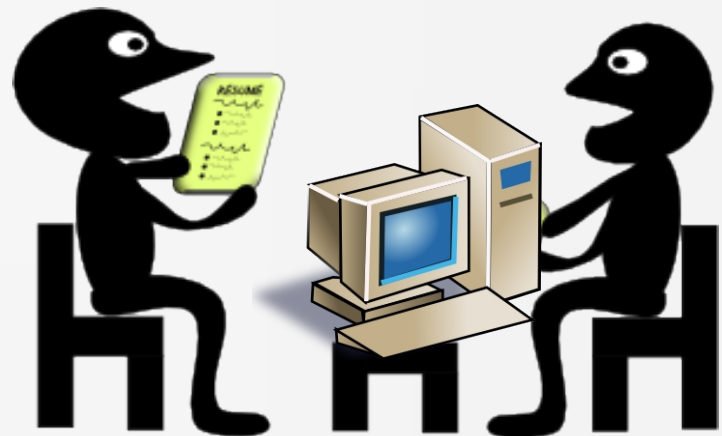
# WHAT IS LINKEDIN?

- ❖ LinkedIn is a business-oriented social networking service, mainly used for professional networking
- ❖ Users create profiles and then connect with each other in actual professional relationships – but online
- ❖ Signing up is free and many functions are open to all account holders
- ❖ As of June 2013, LinkedIn reports more than 259 million users in more than 200 countries – that's a lot of people to network with
- ❖ The site is available in 20 languages



# WHY LINKEDIN?

- ❖ Users can find jobs, people and business opportunities
- ❖ Employers can list jobs and search for potential candidates
- ❖ Users can follow different companies and receive notifications about new offers available
- ❖ Users can save (“bookmark”) jobs that they would like to apply for

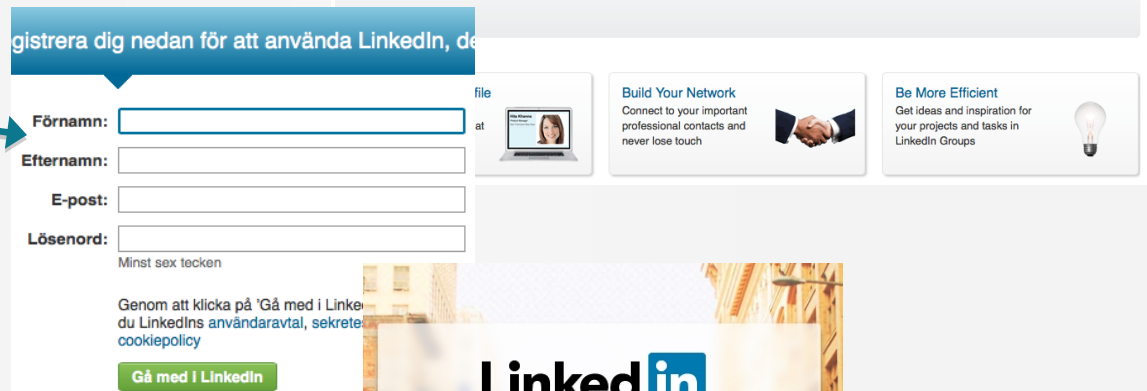


# HOW DO I USE LINKEDIN?

- ❖ Start by visiting the website [www.linkedin.com](http://www.linkedin.com)



- ❖ Get registered



- ❖ Sign in



# PROFILE

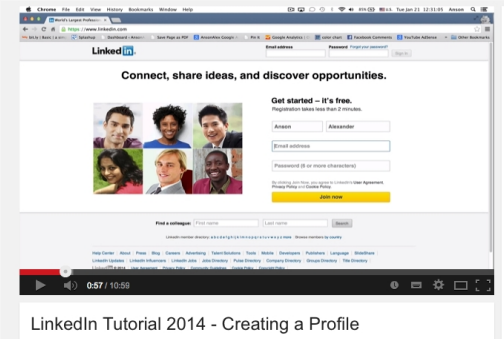
- ❖ It's important to have a professional headline with your picture and your name, so make sure to spend some time on creating this
- ❖ Make it as readable and creative as possible and use keywords that others might search for
- ❖ LinkedIn has more space than a normal CV so really use the 1,000-character description areas and the additional areas, such as Courses or Volunteering
- ❖ You can even upload links or examples of your work, for example Youtube videos, images, PDFs and Microsoft Word documents

# CONNECT

- ❖ Connect with professional and personal contacts, such as friends, classmates and former and current co-workers, both personally and in groups
- ❖ Send LinkedIn requests to people that you have had a positive interaction with, and if you receive a request from someone you don't know – check it out, it might be interesting
- ❖ Search for a company you are interested in and see if someone in your network is already connected – maybe that person can help you grow your network
- ❖ Sometimes it's more likely to receive a response from a person or a company if you contact them via email, even if you have found them through LinkedIn

# ACTIVITY

- ❖ Remember to stay active by updating your profile and regularly sharing links
- ❖ LinkedIn is also staying active and on their blog you can find new functionalities [www.blog.linkedin.com](http://www.blog.linkedin.com)
- ❖ Get help from LinkedIn YouTube tutorials. This one is about creating your profile <https://www.youtube.com/watch?v=1BMPoYosybY>
- ❖ Get further help from LinkedIn webinars <http://blog.linkedin.com>





# WHERE DOES IT TAKE ME? EMPLOYMENT?



- ❖ The sooner you try networking with the professional community, the sooner you can find employment
- ❖ Millions of people use LinkedIn so it's a great way to get your message out there and connect with other professional profiles
- ❖ You might find opportunities, employers and future colleagues that you haven't ever thought of by using and exploring LinkedIn

# Good luck!

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