

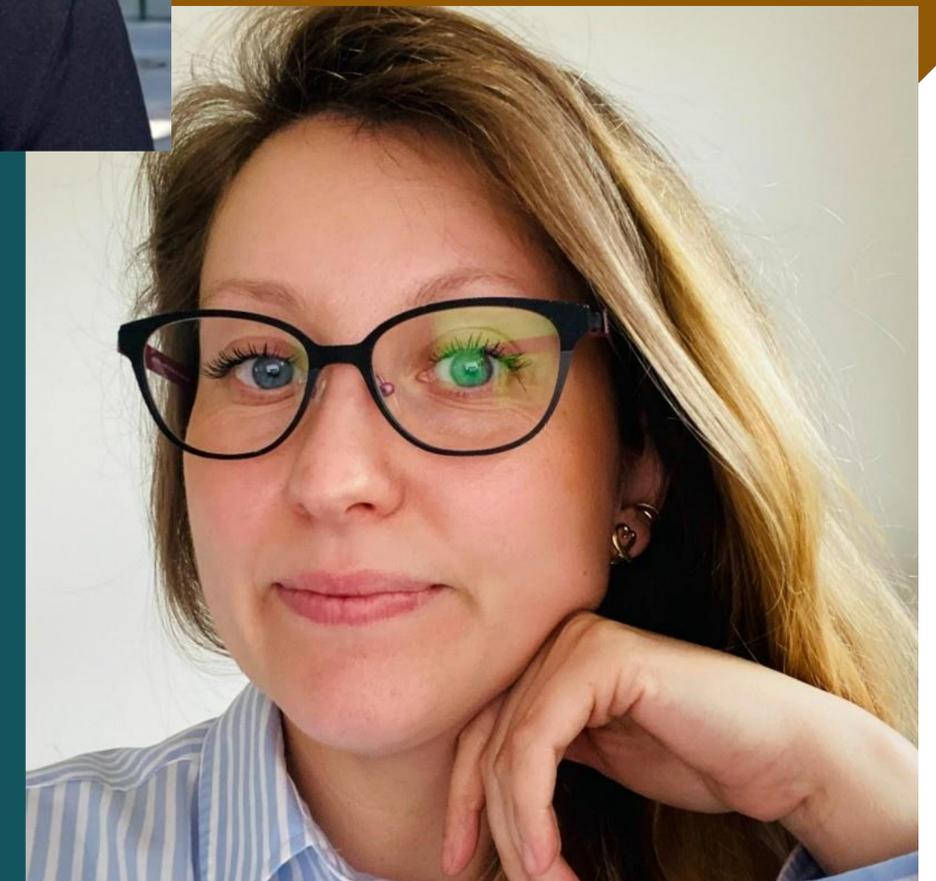


Rock Your Profile

Getting started soon...

Melissa Akinwunmi
Field Marketing Specialist

Ingrid Schwamm
Senior Customer Success Manager

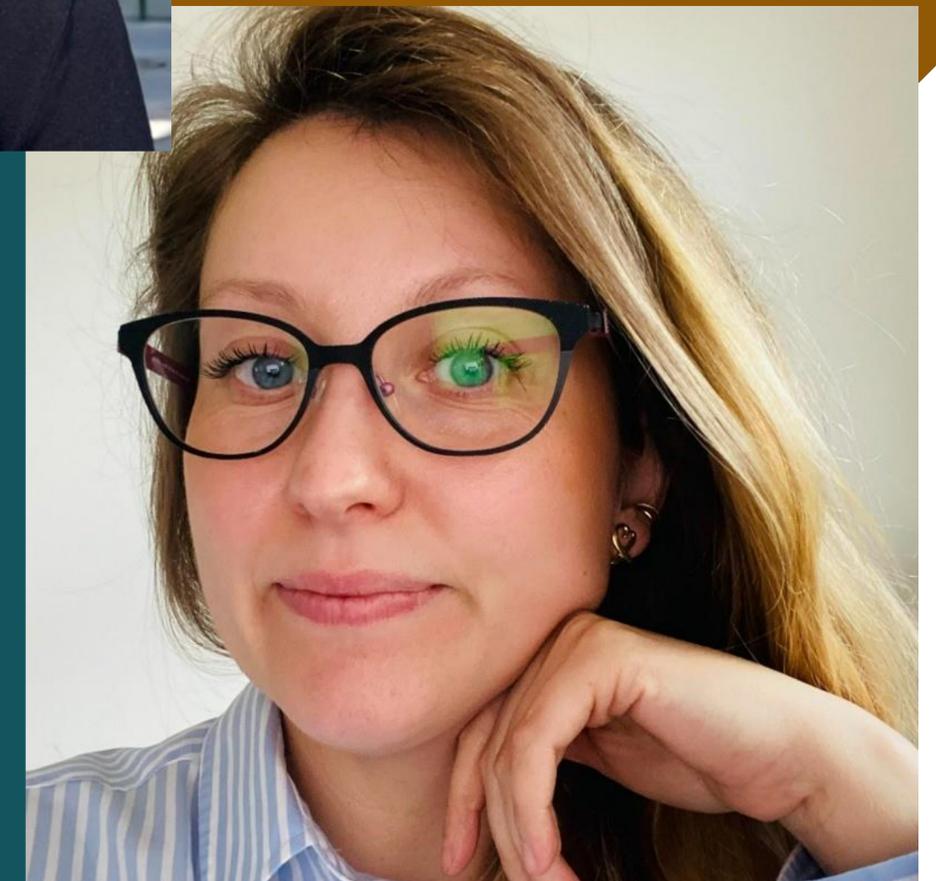




Welcome to Rock Your Profile

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Field Marketing Specialist

Ingrid Schwamm
Senior Customer Success Manager





On a scale from 1 - 10,
how much do you like
networking?



On a scale from 1 - 10,
how important do you think
networking is for professional
success?

Networking in Germany

- 47% enjoy networking
- 43% find networking uncomfortable

But everyone agrees: networking is important for professional success



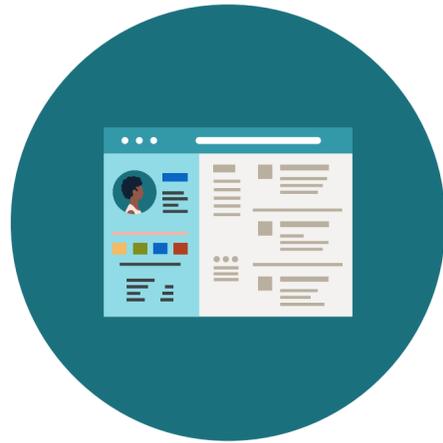


LinkedIn

Connect to
opportunity

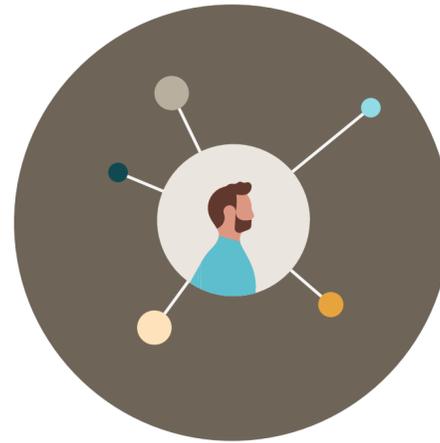
Successful networking with LinkedIn

Your Profile



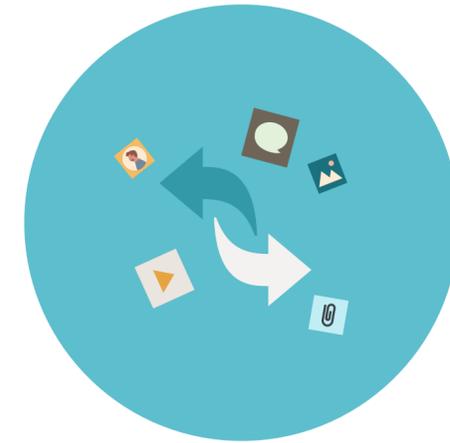
Your profile is like your digital business card and the basis for successful networking on LinkedIn.

Your Network



Your network is the door to new career opportunities and professional inspiration.

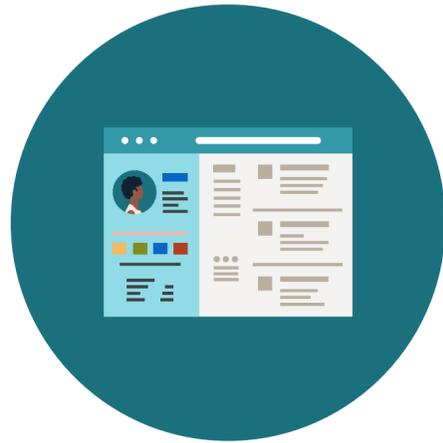
Your Content



Your content and engagement are the key to your visibility on LinkedIn.

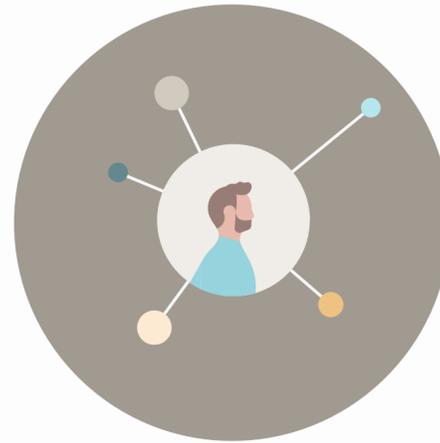
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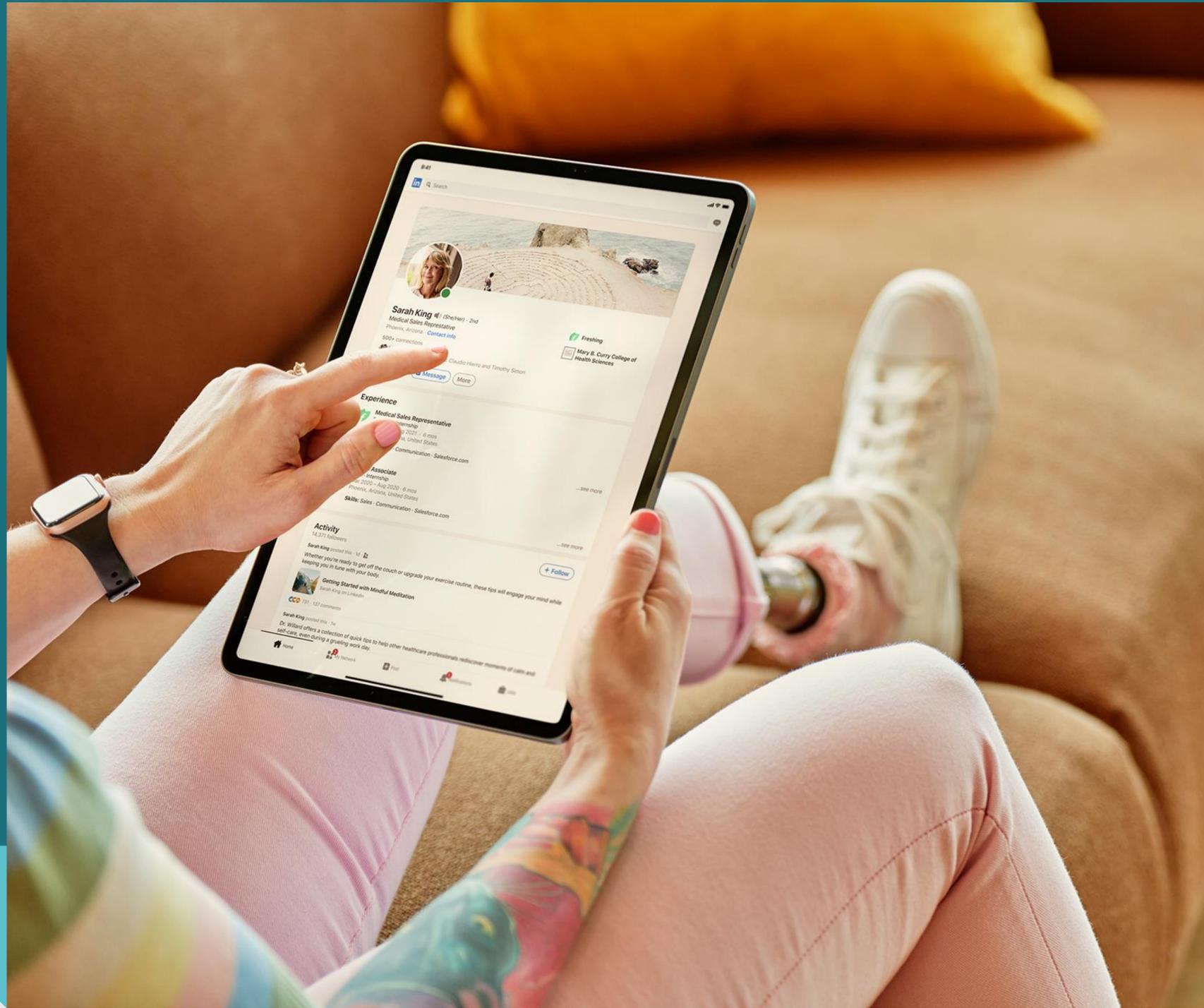


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01

Your Profile

The Basics

- Choose an up-to-date profile picture that shows you authentically
- Visualize the topics you are interested in with your banner
- Choose a meaningful title and pay attention to the first 2-3 words
- A strong LinkedIn headline for recruiters should be clear, concise, and keyword-rich, highlighting their expertise and target audience.



Choose a profile picture that stands out



Serena

Like colour?



Kevin

Proud family dad



Ana

Something more retro?



Lisa

Ohh that's cute



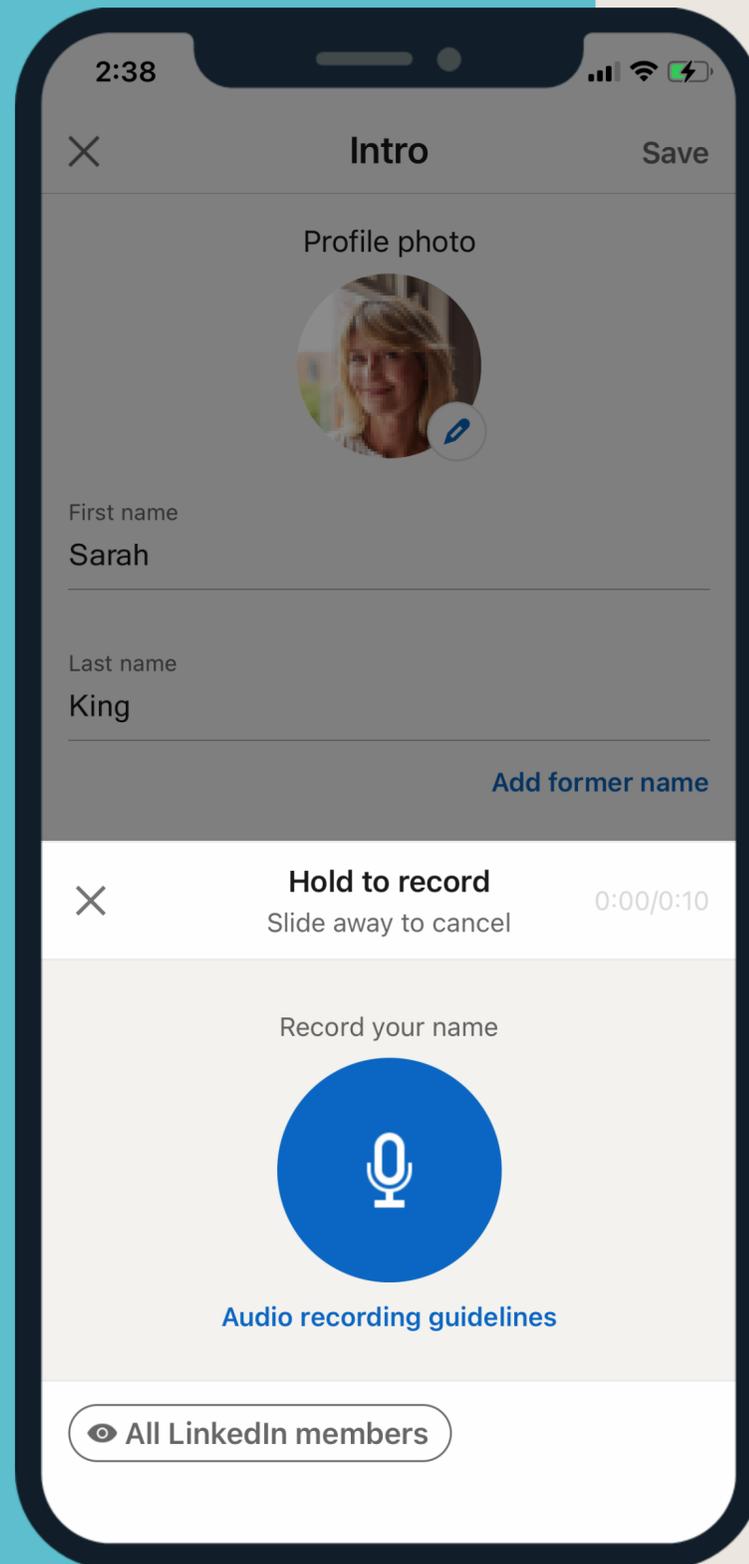
James

Blurred city scape effect?



Sam

Which one is Sam?



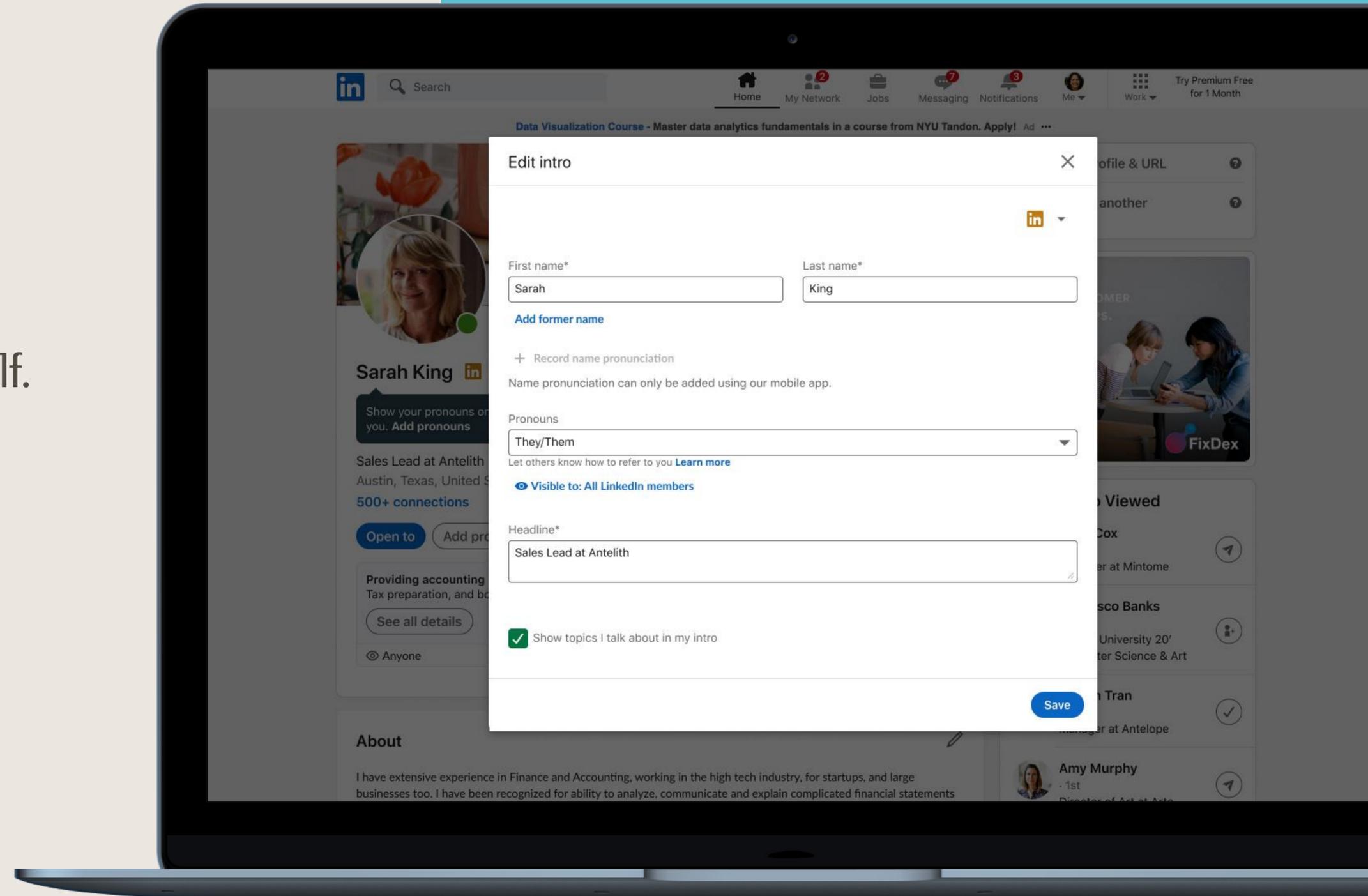
Record Your Name

Pronounce your name for others and make a great first impression.

- Update on mobile
- 10 secs, limit background noise
- Hold phone 4in away

Add your pronouns

- Show up as your authentic self.
- Include your short presentation - also known as an “elevator pitch”
- Add your professional experience, education and volunteer work

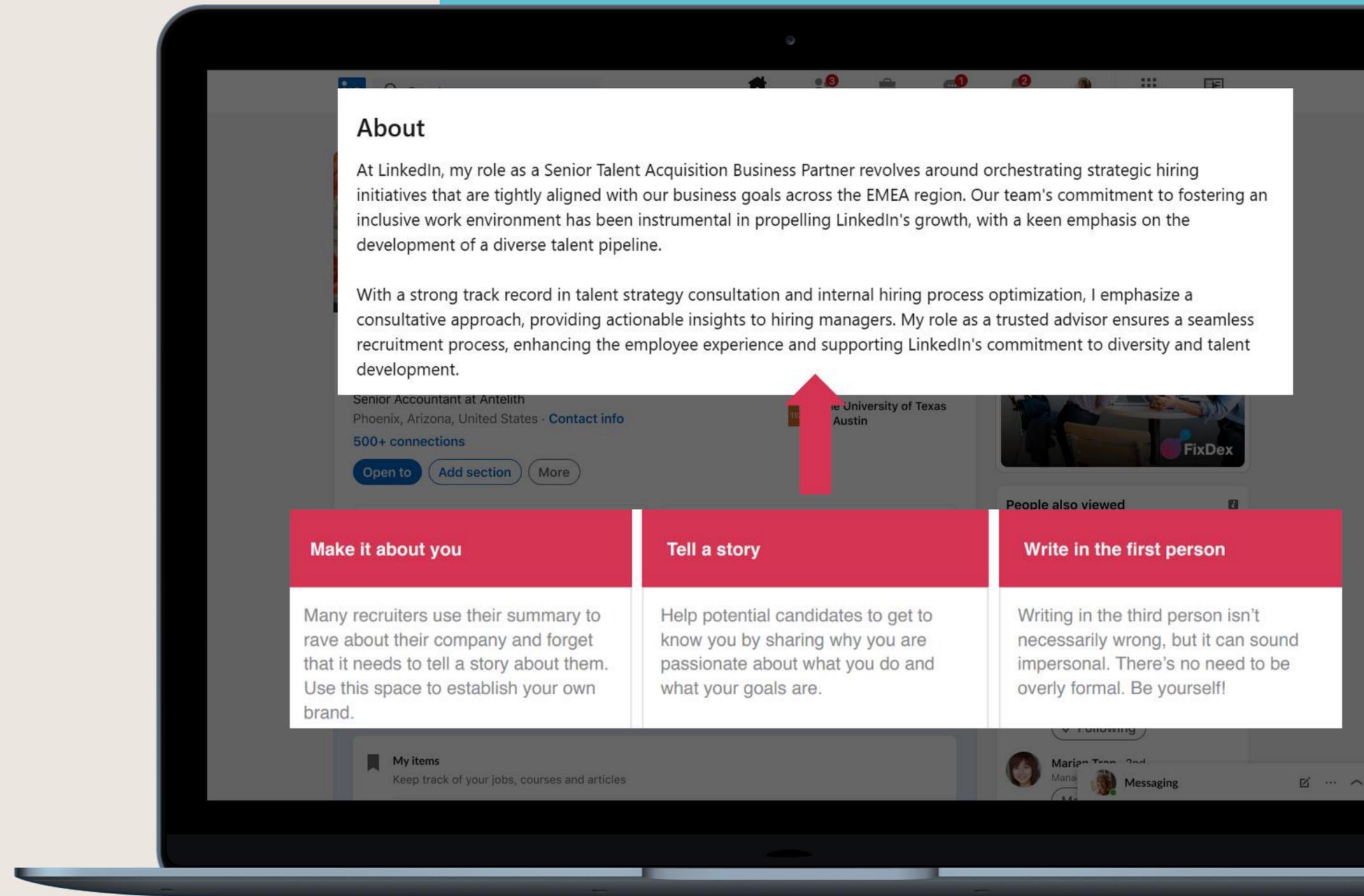


Draft a compelling summary

Your short presentation - also known as an “elevator pitch”

- Who am I?
- What experience do I have?
- What do I want to achieve?

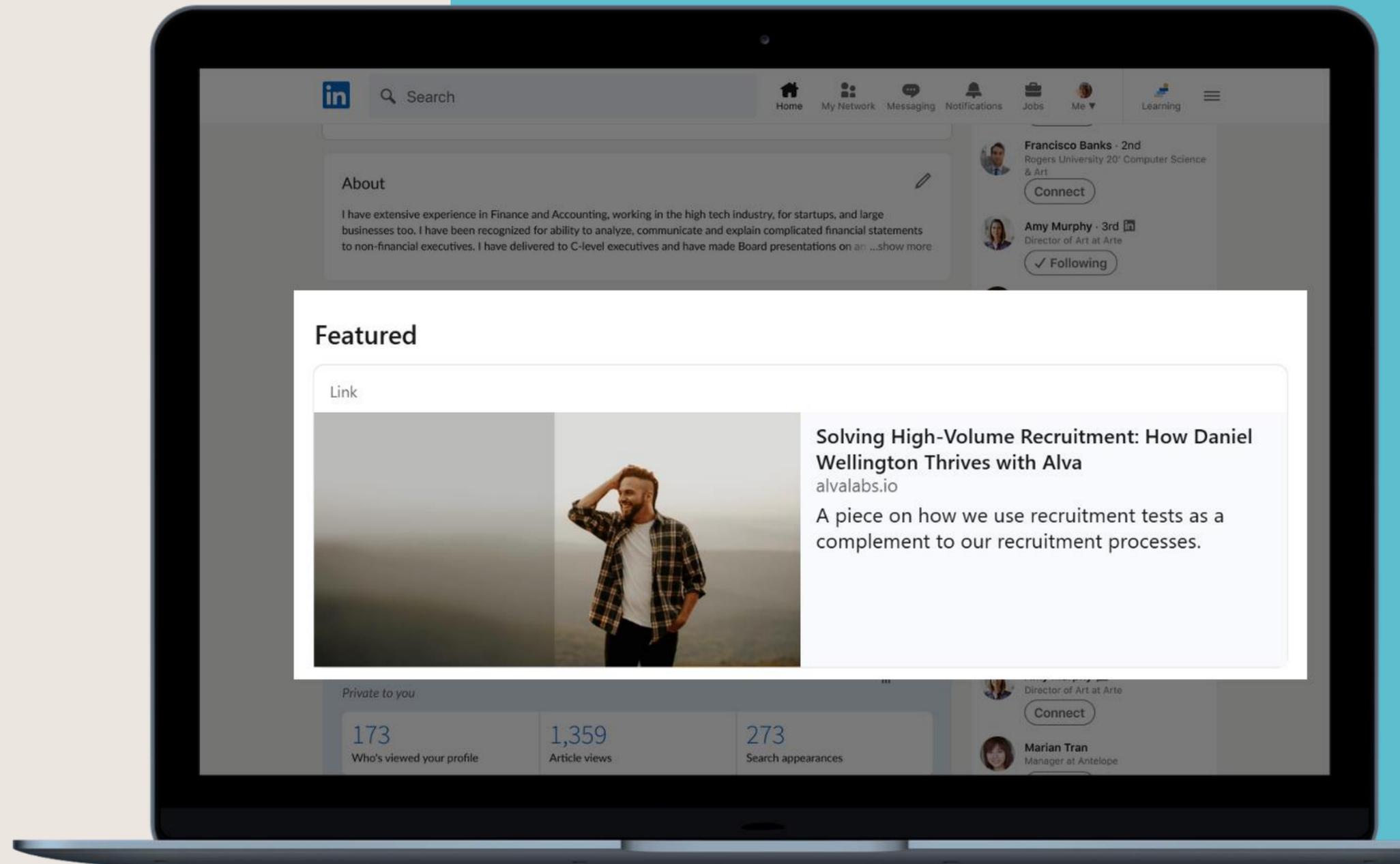
Tip: use headings and paragraphs for better readability



Feature Content

Bring your story to life by pinning rich media content you're proud of to your 'Featured' section

Don't forget to feature rich media content throughout your profile

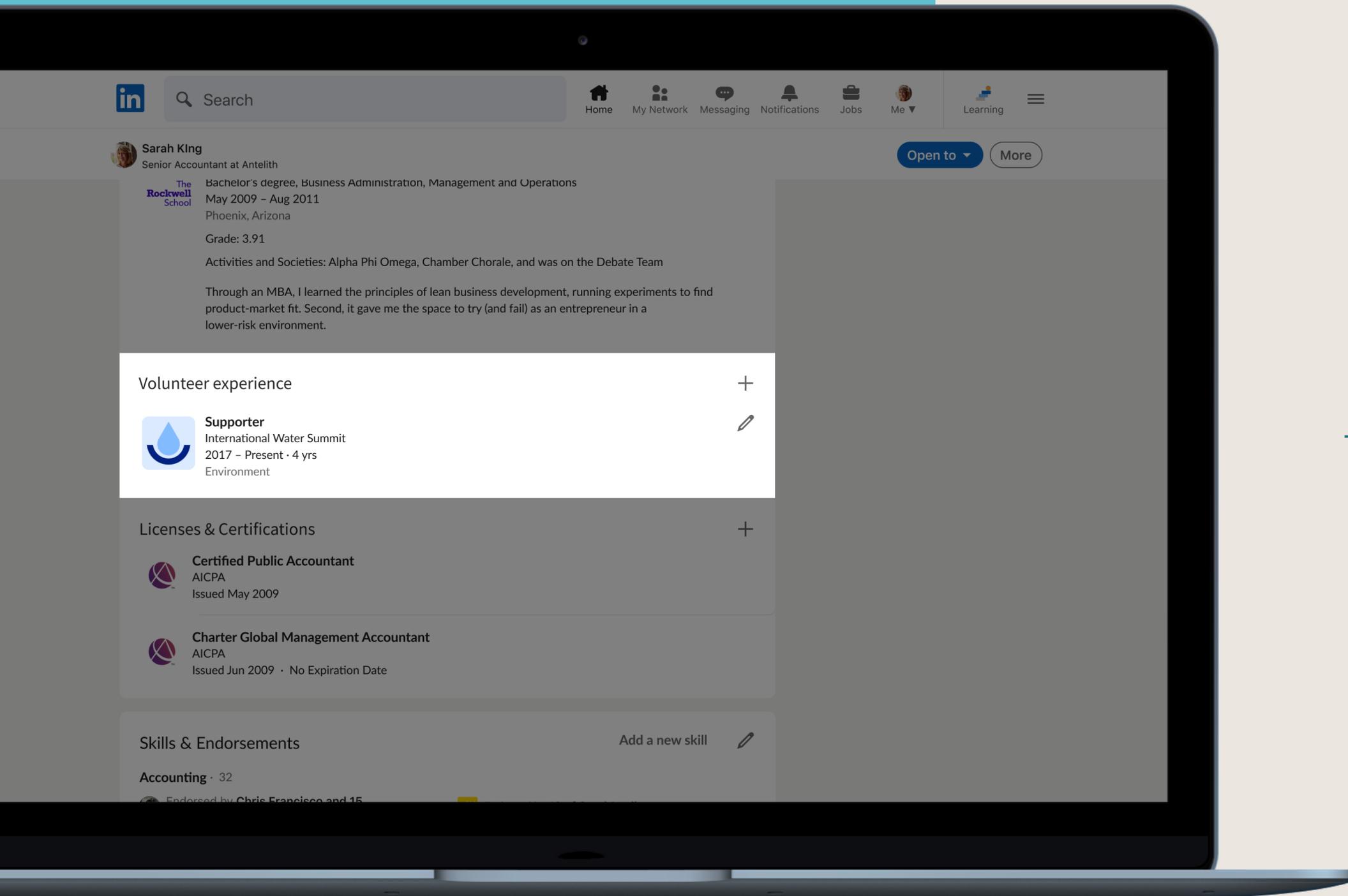


Detail your work experience

Add your professional experience, education and volunteer work

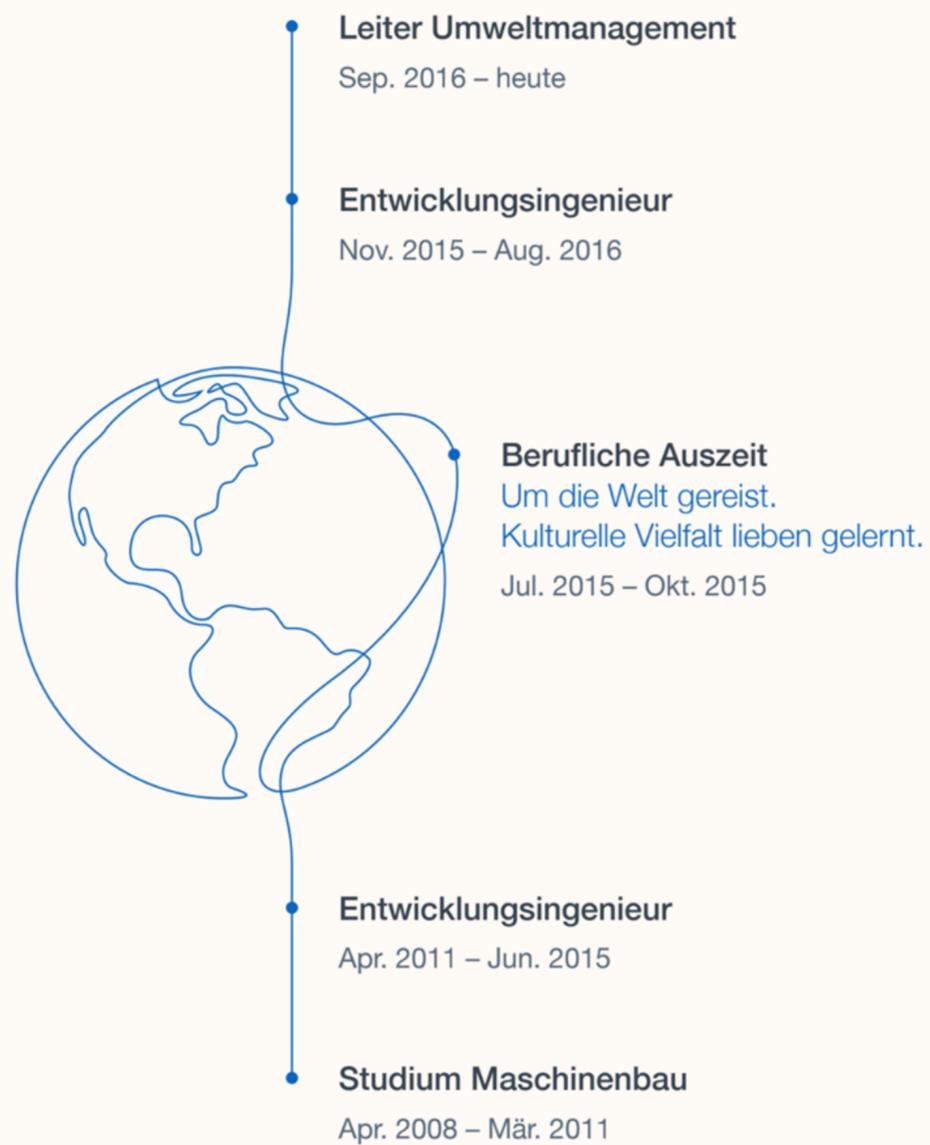
- What does the company / university do?
- What is/was your role in the company?
- What impact did you have?
- What skills have you learned?

The image shows a laptop screen with a form titled "Edit experience". The form has a close button (X) in the top right corner. Below the title, there is a "Notify network" section with a toggle switch and a link "Learn how these are shared and when". The "Title*" field contains "Senior Accountant". The "Employment type" dropdown menu is set to "Full-time". Below this, there is a "Description" field with a text area containing the text: "Responsible for up to 25 clients (from data input and general ledger accounting through financial) throughout the year in various industries including restaurant, retail, medical and clinical, plumbing, property management, construction, trucking and transportation, attorney and legal services, and many more." The character count "148/200" is visible at the bottom right of the text area. Below the description, the "Location" field contains "Phoenix, Arizona". There is a checked checkbox for "I'm currently working in this role". The "Start date*" field is set to "June 2017" with a calendar icon. The "End date" field is set to "Present" with a calendar icon.



Add volunteer experience

- Members who add volunteer experience get up to **6x** more Profile views than those without



Weil uns jede Auszeit weiterbringt.
Berufliche Auszeit – jetzt neu für dein LinkedIn Profil.

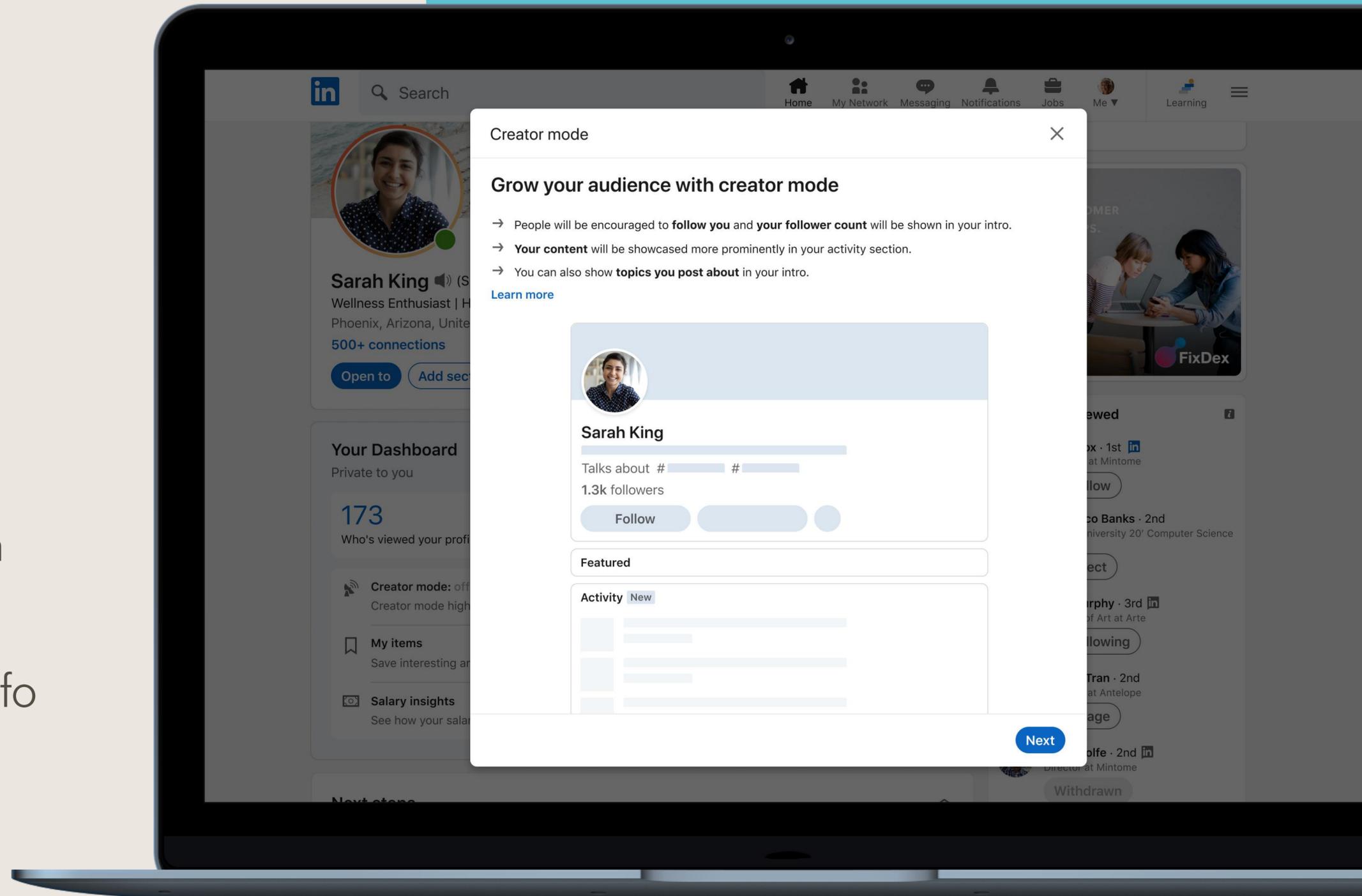


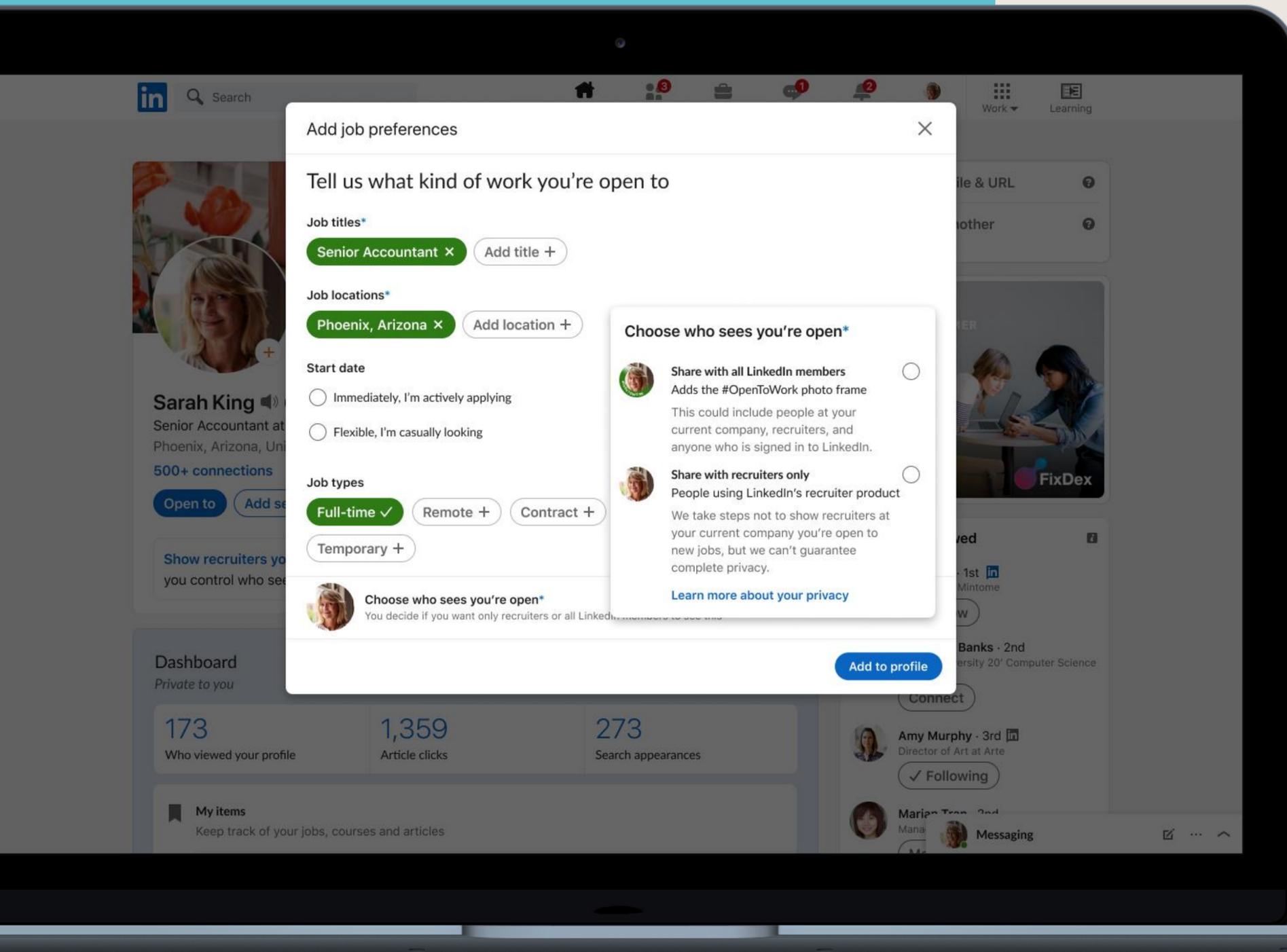
Add a career break

- Don't be afraid of “gaps” in your CV.
- Add your career break to your profile.
- Explain what you learned during this time and add your skills.

Skills, Skills, Skills

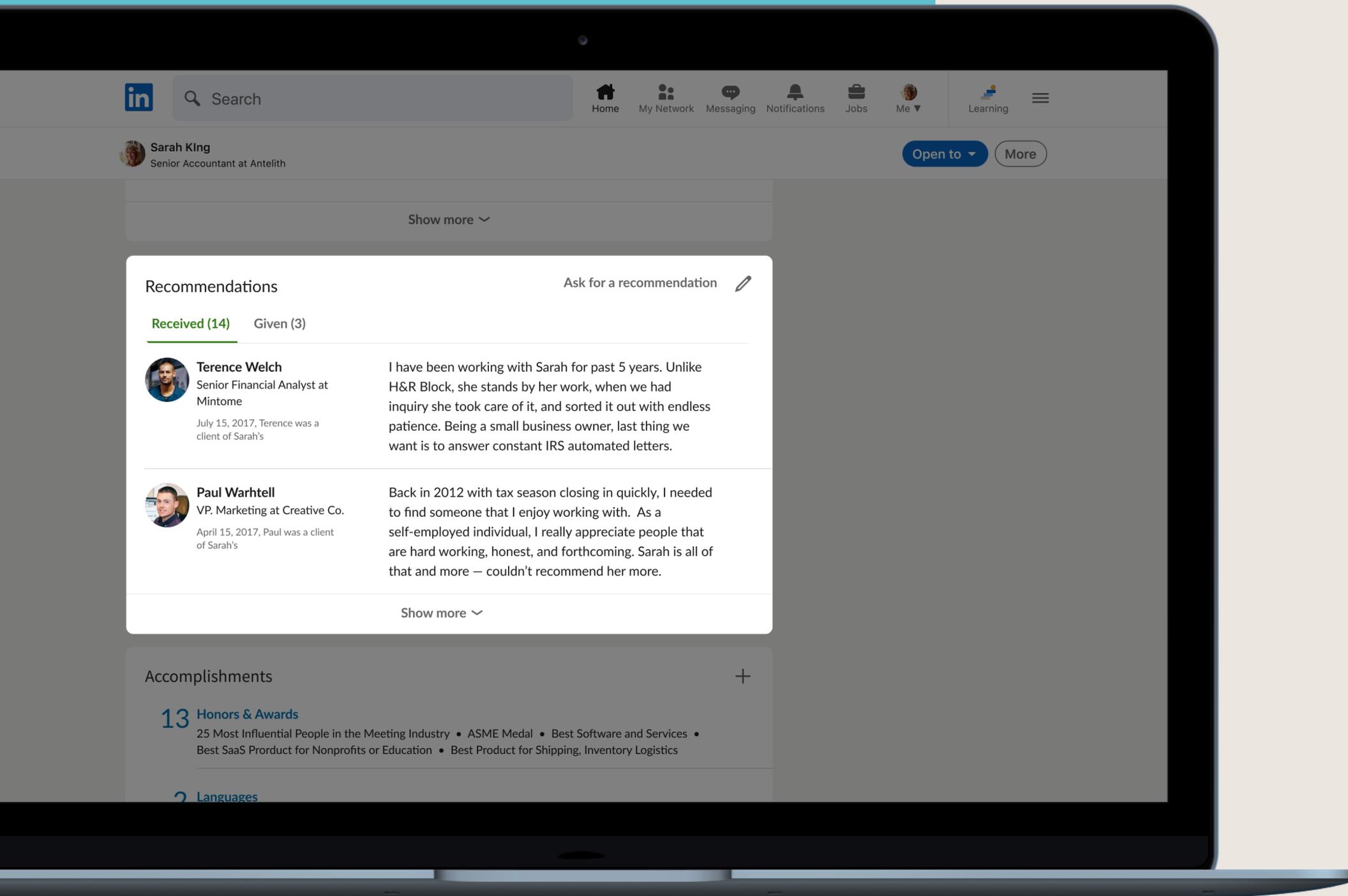
- Members who add **5** or more skills receive up to **17x** more Profile views
- Recruiters filter by skills when searching for candidates
- Skills can be specified in the info box, in the skills section, and in the work experience.





Show You're Open to Work

- Add by clicking 'open to' button and select 'finding a new job.'
- Specify job preferences and choose visibility settings.
- **40%** more likely to be noticed by recruiters.

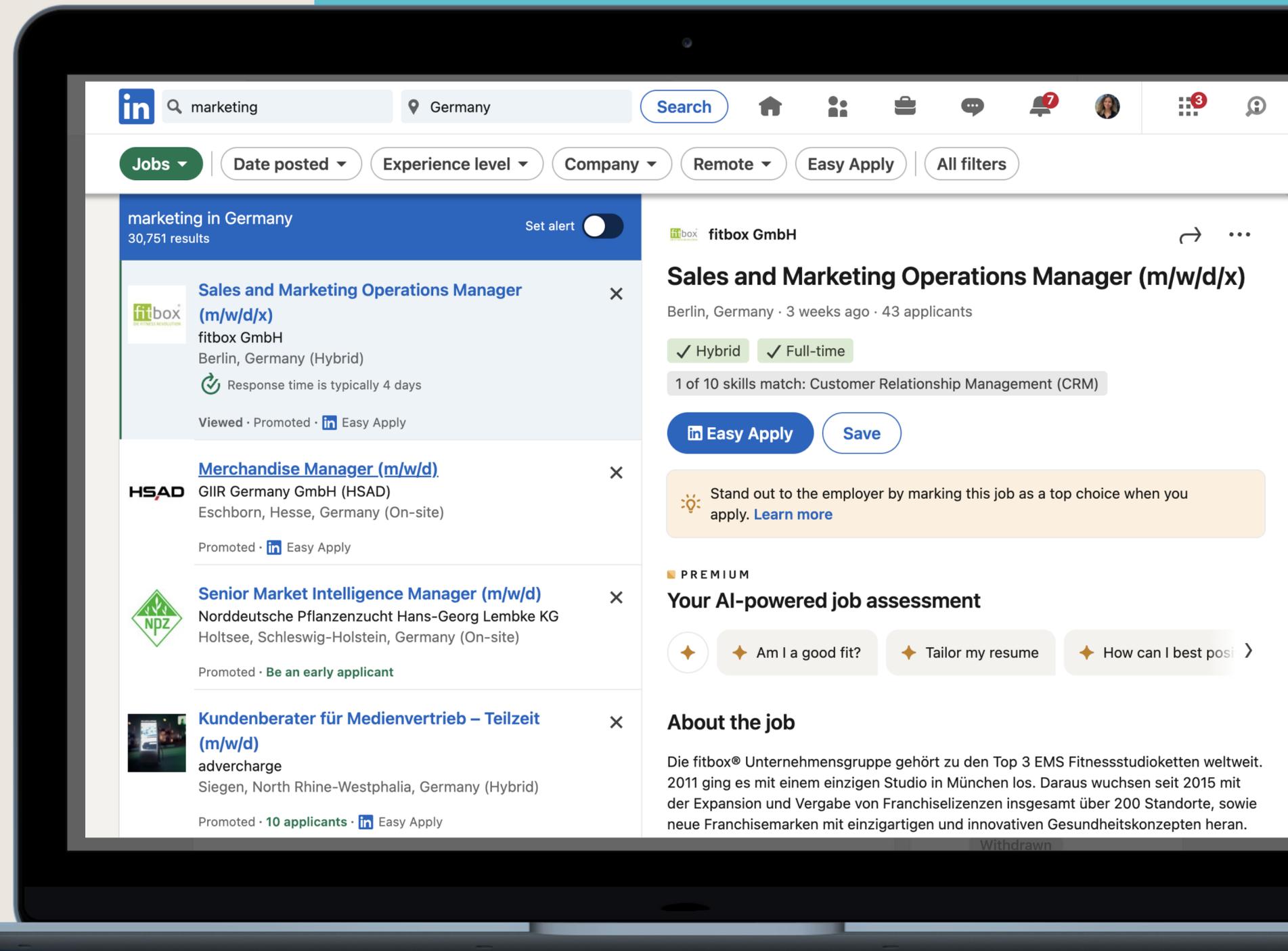


Request a recommendation

- Recommendations help build you credibility and validate your skills

Master Your Job Search

- Search by criteria like job title, location, remote work, company or industry
- Set job alerts for new jobs that match your search
- Leverage your network and ask for referrals



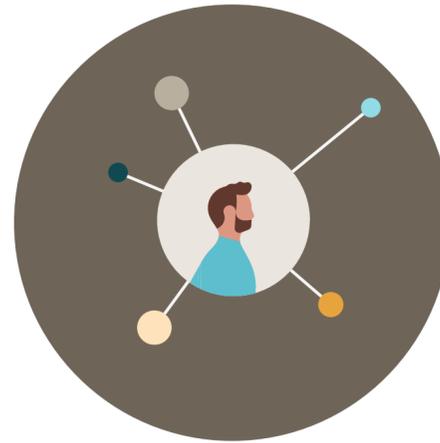
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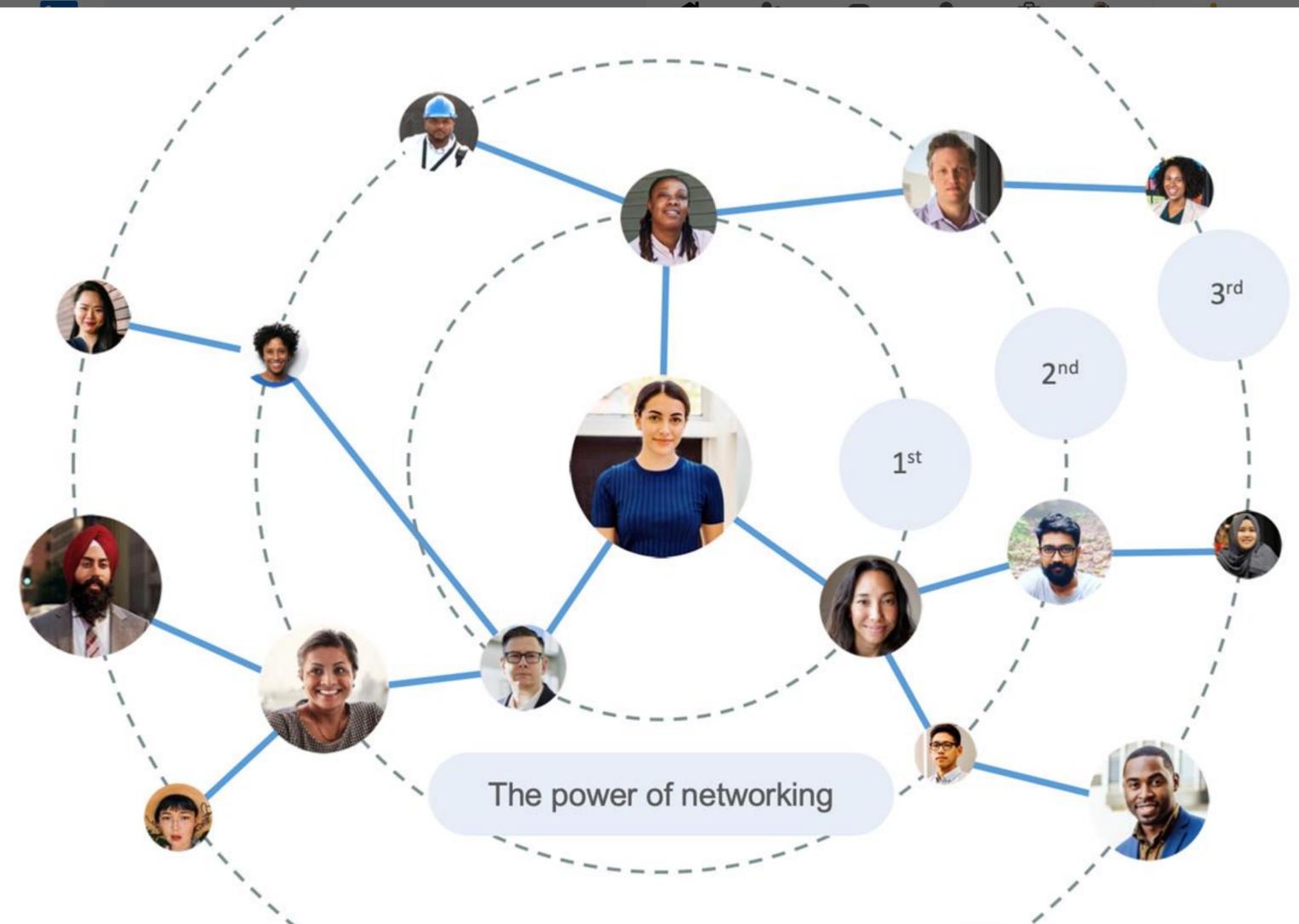
02

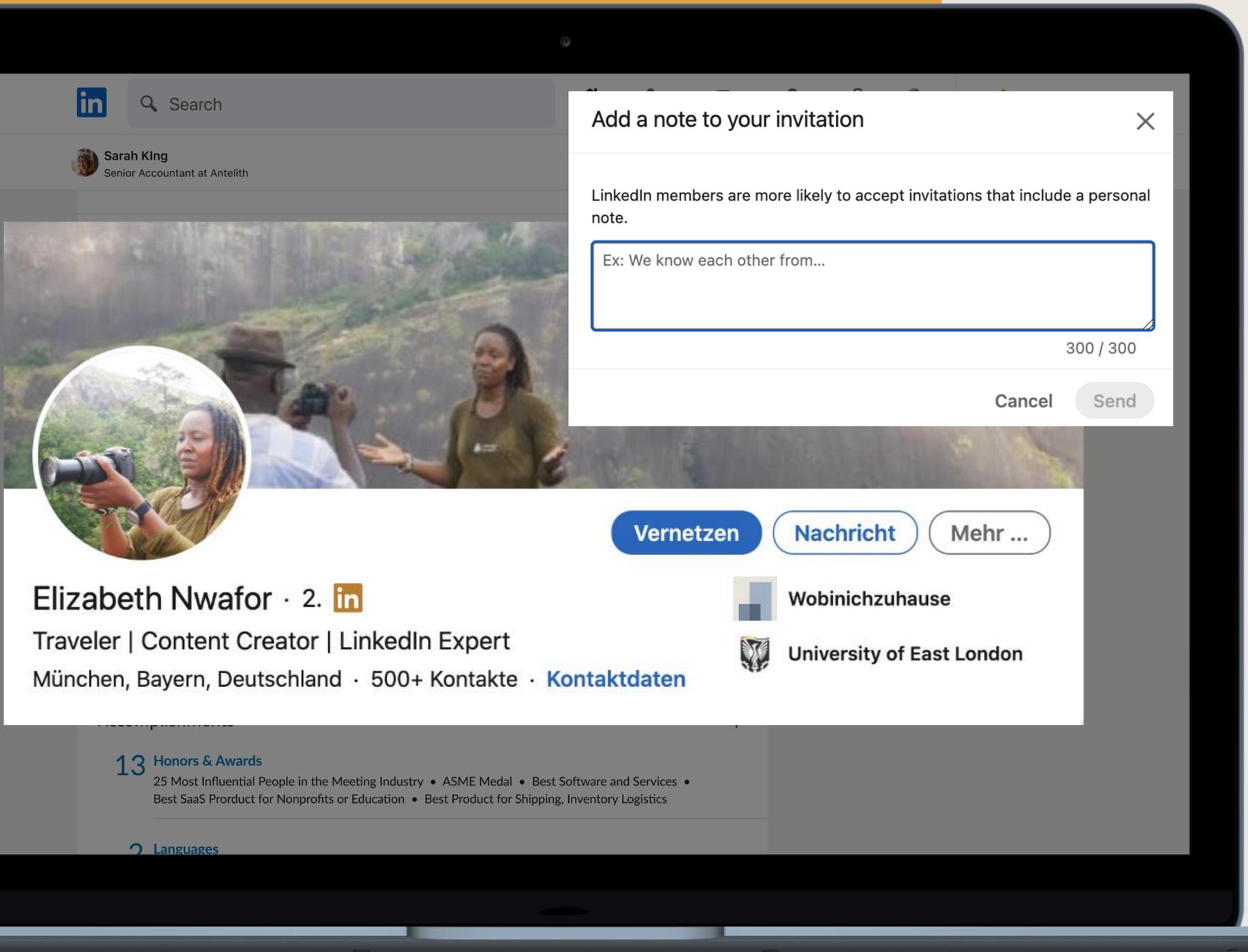
Your
Network

The power of networking

Connect with people you have something in common with, whose job or company you find interesting.

Don't underestimate the power of 2nd and 3rd grade connections for new opportunities.





Digital etiquette

Personalize your invite with a message, saying who you are, where you know each other from or why you would like to connect.

Don't be shy!



Ashraf Silwanis • 2nd

Sr Mgr, Global GTM Vendor Solutions at LinkedIn
1yr •

[+ Follow](#)

I'm [#hiring](#) for a Program Manager II in [#Bangalore](#) on our GTM Vendor Solutions team, handling LMS. If you're up for joining us as we expand in [#APAC](#), please [#apply](#) via the link below! For more details about the role, DM me or contact [James Maximilian Kwa \(葛宇轩\)](#)



Project/Program Manager 2

jobs.smartrecruiters.com

82

3 comments • 12 reposts



Like

Comment

Repost

Send

Leverage your network

One of LinkedIn's greatest strengths is the ability to discover job opportunities through your network — turning a connection into your next opportunity.

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03

Your Content



How often do you post on
LinkedIn?



What are the barriers?

- A) I don't have anything important to say
- B) I don't want to be a showoff
- C) I don't know what to post
- D) I don't know how to write a good post
- E) Something else?

I don't have anything important to say
I don't want to be a showoff
I don't know what to post



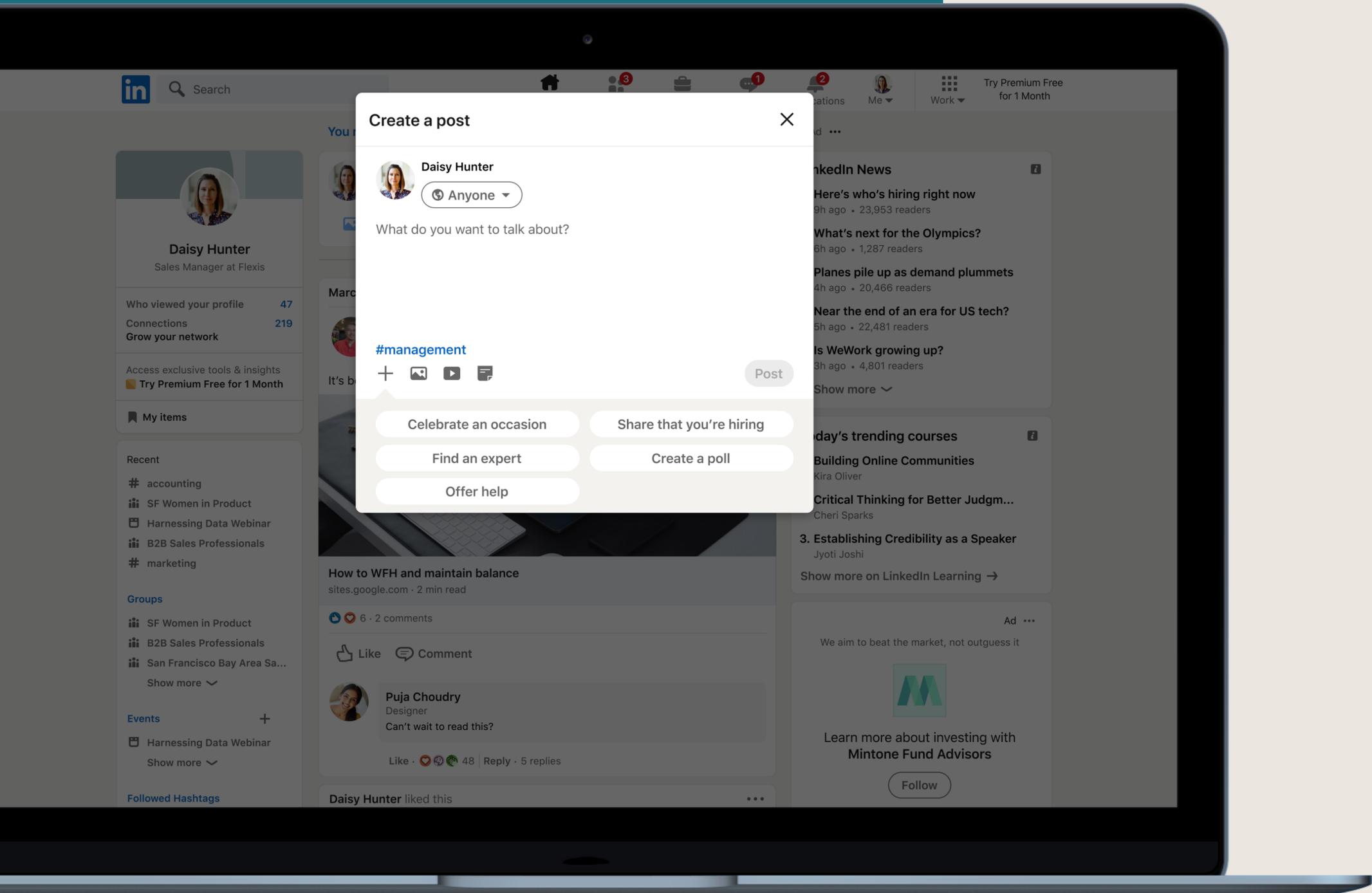
Tune into your topics, that
you find important.



Create a list of ideas and write
a post at a later point.

News, trends, personal
expertise, interests, business
updates





I don't know how to write a good post



Michael Krause • 1st
 Managing Director Central Europe at Spotify
 1w • 🌐

🍝 Cook your pasta right with Spotify 🍝

Very creative brand activation by **Barilla Group**. To have the perfect al dente pasta you just have to chose the right playlist on Spotify which will end once the pasta is ready.

But don't eat too much to not have vomit on your sweater from Mom's Spaghetti 😅

#brandmarketing #Pastaplaylists #Playlistmarketing
 Well done **Gianluca Di Tondo** & Team



these barilla X spotify playlists tell you how long you should cook your pasta
 designboom.com • 2 min read

👍❤️ 1,394 • 83 comments

Best Practices

- Authenticity! Be authentic and add a personal layer.
- Value add! Start conversations or share your point of view with your network.
- Include a photo or video
- Tag relevant @people
- Use about 2-5 #hashtags from broad to niche to gain



Laura Bornmann (she/her) · LinkedIn · 1.

Managing Director STARTUP TEENS & GenZ Talents | LinkedIn Top Voic...

2 Wochen · Bearbeitet ·

Put an end to managers who are offended when employees quit!

I've heard of a wide variety of negative experiences, all of which are current: managers get angry, ignore, bully, or talk badly about employees who leave the company.

This is not only childish, but in times of employee shortages, rising turnover rates and social media, it is one thing above all: unwise.

On the one hand, these employees are guaranteed never to come back, and on the other hand, they will not care much about a good image of their former employer.

It is much wiser:

- _ Honestly question the reasons
- _ To find out what needs to happen for the employee to stay after all
- _ Valuing the employee and their past performance
- _ Hold the door back open
- _ Maintain contact even after the change

A culture of separation and offboarding must be given a higher priority today!

What do you think? What experiences have you had yourself?

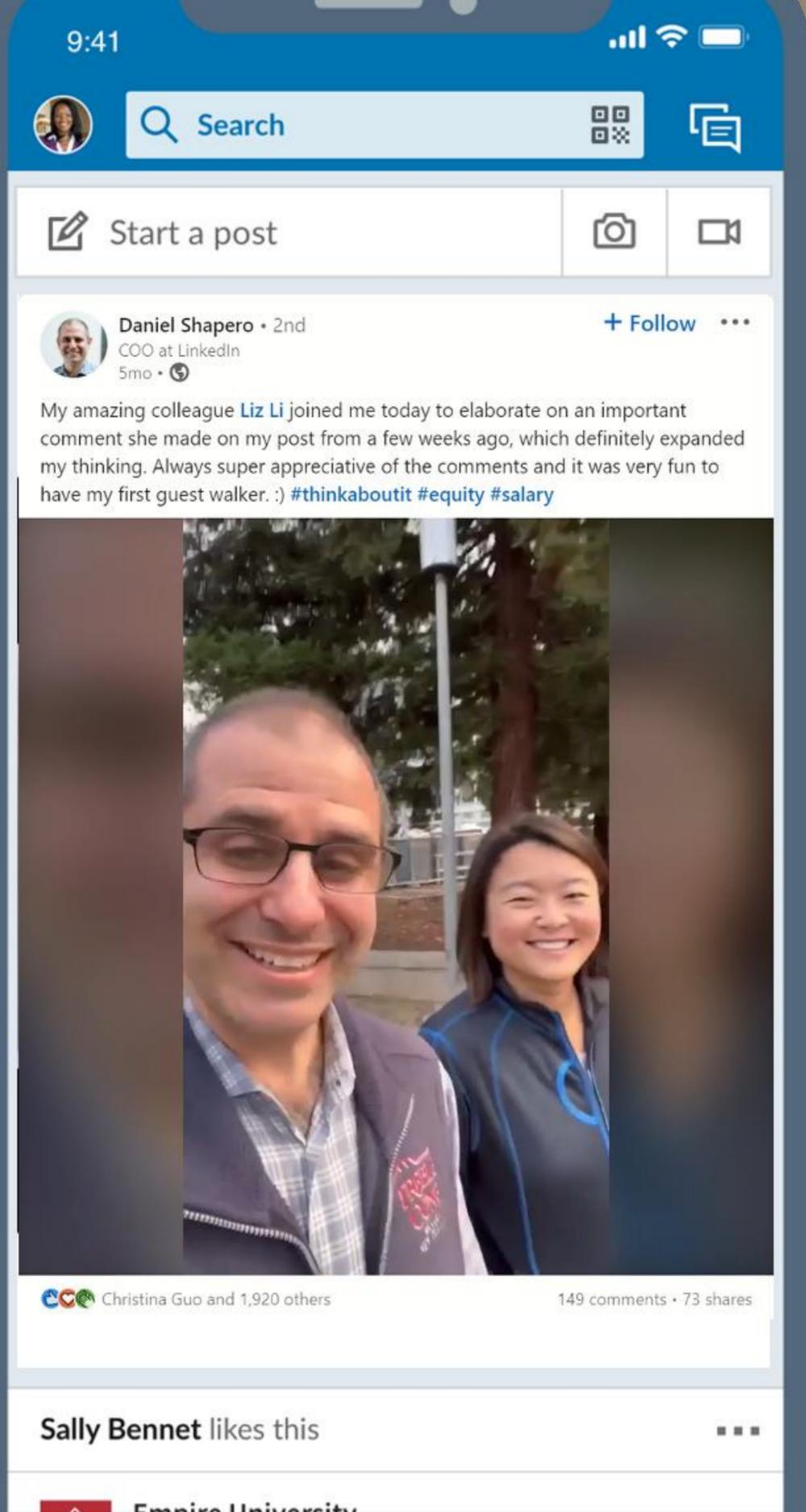


3.979

465 Kommentare · 77 direkt geteilte Beiträge

Best Practices

- Is based on own expertise and experience.
- Starts with a strong hook.
- Is linked to a current situation in the world of work.
- Provides clearly structured impulses for other professionals.
- Ends with an opinion and a call to action that invites a discussion.



How to drive engagement?

- Questions can get up to **50%** more comments
- Links to articles can get **45%** more engagement
- Top tips and "best of" lists get to **40%** more clicks
- **Videos** are the most powerful for engagement



Post what you would like to
read yourself



What makes you feel good
when you post something?

Elfried Samba (He/Him) · 1st
Butterfly 3fect | IOCONIC | Ex-Gymshark

👁️ 😄

What's your biggest LinkedIn pet peeve?



me, accepting a new connection request



hi, my company can help you generate £30k in under 10 days. do you have time today to hear how we can provide value to you?

4 months ago · Edited

👍 7.7K 💬 371 🔄 171

Tell them why you find this funny...

Most relevant ▾

Elfried Samba (He/Him) **Author** 3mo ...
Butterfly 3fect | IOCONIC | Ex-Gymshark
What's your biggest LinkedIn pet peeve?
Like 9 · Reply 21

Gaby Wasensteiner (She/Her) · You 3mo ...
Sr. Brand Manager & Career Expert @LinkedIn | Work...
Messages from sales people, offering to help me grow brand awareness for my company on LinkedIn. Check where I work....
Like 64 · Reply

Elfried Samba (He/Him) **Author** 3mo ...
Butterfly 3fect | IOCONIC | Ex-Gymshark
[Gaby Wasensteiner](#) LMAO i'm screaming
Funny 4 · Reply

Networking is a Give & Take

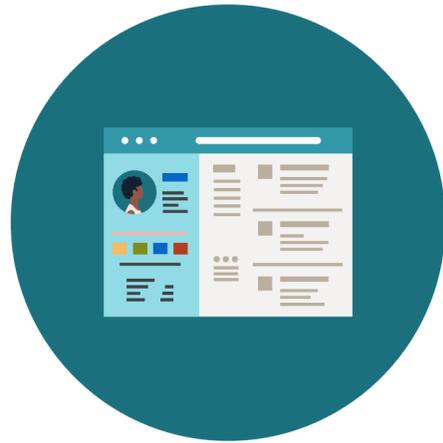
You don't have to start from scratch to make an impact.

Comment on posts you find interesting and continue to participate in those conversations:

- Add a unique perspective to a peer's post.
- Ask questions or pose a different point of view.

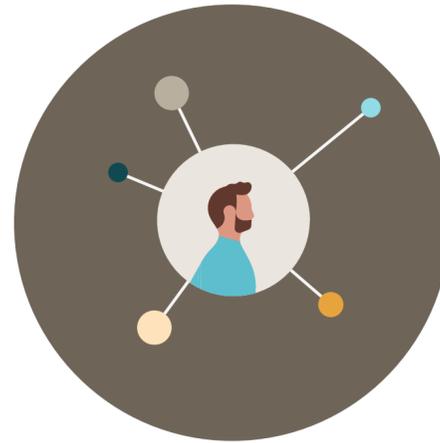
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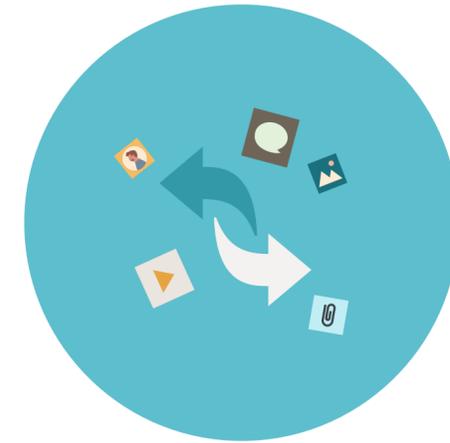
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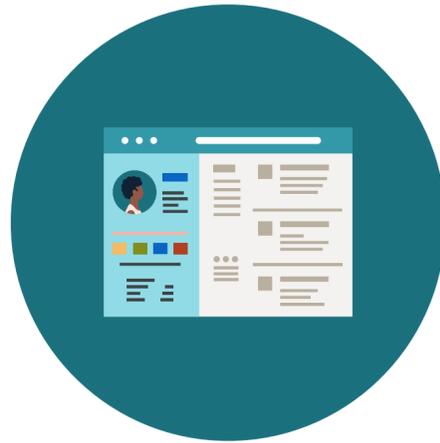
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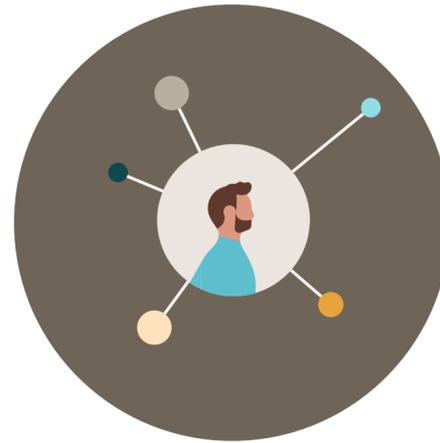
Small steps with 15min each day

Your Profile



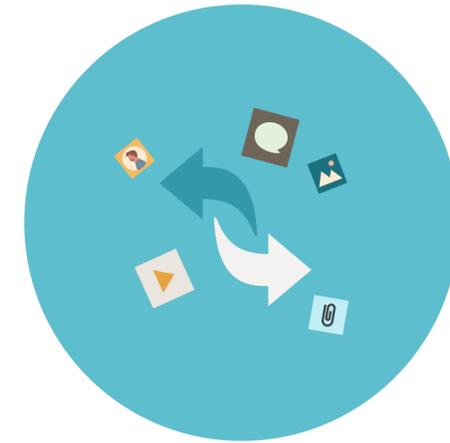
Update your profile and add new skills

Your Network



Send a new connection request or a message to an existing contact.

Your Content



Like, share or comment on a post

Q&A





Thank you

