



HOW TO IMPROVE YOUR LINKEDIN

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Getting Started

Hi, there!

Welcome to the 'How to improve your LinkedIn'!
In this course, you are going to learn some features about the most important professional networking and how to boost your profile.

We recommend you to follow these steps in order to finish this course:

- 1st - LinkedIn: How can I take a great profile Picture?
- 2nd - Writing a compelling headline (6:58)
- 3rd - Editing the intro (4:27)
- 4th - Writing your Summary! (8:50)
- 5th - Working Experience; Education and Volunteer Experience (14:50)
- 6th - Add your Skills! (10:25)
- 7th - Accomplishments: Languages and other features (3:41)
- 8th - Career interest and Jobs (15:30)
- 9th - App and QR Code (4:47)

Also, you can find extra articles about:

- How to write a powerful summary.
- Killer headline! How to create one!
- How does the LinkedIn work in a recruitment process?

Do you have any suggestion or question about this course?

We hope you enjoy our material.

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HEADLINE: HOW TO MAXIMIZE YOUR LINKEDIN PRESENCE!

You know the importance of having a LinkedIn account and also might have tried to set up a profile. Probably you have faced a few questions, and I will help you with the most important part: The Headline.

Why is the headline important? Let's dive deeper into this question to get a better idea of it.

First, let's think; Why do you buy a magazine or a book? Why do you click on the article on a social media? Why do you open an email and delete others?

That is easy to answer: Because the headline grabs your attention. In many different ways, the headline can persuade you to open or to buy it. In this way, you should think: if you do not open an email because you are busy or it does not look interesting, imagine your profile.



On the internet, there is a vast amount of info, easy to access. In fact, due to the amount of information online, you can attract more people to check/connect, and do business with you. If you add the correct information, you will hold the attention of your audience; otherwise, you will struggle with "all the rest".

Another example, a headline is almost like fishing in a lake where there is much food, and you need to get the attention of the fish. You need to give the right bait, the most delicious bait. The bait is the headline.

Moreover, to create a killer Headline, you have to think about these points:

Research the job positions that you would like to get. Try to find key competencies in that job position, such as; leadership, communication, teamwork and problem-solving. It is important to know that: you do not need to add all competencies to your profile, and especially in the headline since you only have 120 characters. Additionally, a critical competence for a customer's service rep, will not be the same for a Java developer. Furthermore, your headline will be a cliché if you add only competencies.

Usually, I see people adding only their current position (the same as on their badges). It is a waste of opportunity and space. Add expertise that you have in your field.

For Example in the human resource area; Your position is " Human Resource Analyst", but instead of adding it, you could describe like this: " Coaching / Business partner / Expert in legal negotiations / Training and development/Human resources specialist..."

This small change will give a broad idea of your expertise and fields.



You should think about your primary target. If it is to find a job in a specific industry, you should ask yourself: What are they looking for? They might be looking for a particular competency, skill or certification.

Please, do not waste your time writing competencies such as; hard-working, thought leader or result driven.

Also, write into your summary how you achieved a good result. Alternatively, give an example of your hard working or a briefing about your last or the most critical innovation as a thought leader, but write it in your summary and not in your headline (Click here to check out [LinkedIn Summary](#))

Recruits have seen the phrase "result-driven" a hundred of times; as a result, these buzzwords do not help you.

HOW TO WRITE A POWERFUL LINKEDIN SUMMARY?

During the time when an online research about you is more likely to happen first before a handshake. Your LinkedIn profile is getting more important than you can imagine.

Therefore, you should think: “How do people find information about myself?” and “What kind of information could they find about me?”. First things first: How do you look for information on the internet? Probably, you use Google as a tool, so try to search your name on it, and you will see that: Your LinkedIn profile will be on the top results.

Consequently, you should pay attention to your profile, especially in your summary. There is a bunch of boring and weak summaries, which if I were making a selection, I would not invite those horrible profiles for an interview.

If you are looking for inspiration, check out these hints to leverage your summary:

- Who is your target audience?

To start building your summary, think who your main target is. This will give a good idea of what kind of keywords you should add and also, what you want your target to know.

It is not necessary to write down a mission as a company mission. You could use your values to give a personal touch on this part, such as:

“ Every brand has stories to tell—stories that will not only engage, inform, surprise, delight, and impact their audience but also will deliver on measurable business goals. Moreover, I am the channel between brand and consumer.”

This part will provide an exclusive image, from what you want to show.

- Goal, achievements results;

You can write a beautiful poetry on your summary, but the results will stand out from all the rest. All areas have a key performance indicator, so you should use it. You do not need to reveal the number if you cannot, but you should show how much you have increased or have saved in percentage. This kind of information will give a real statement about your achievements.

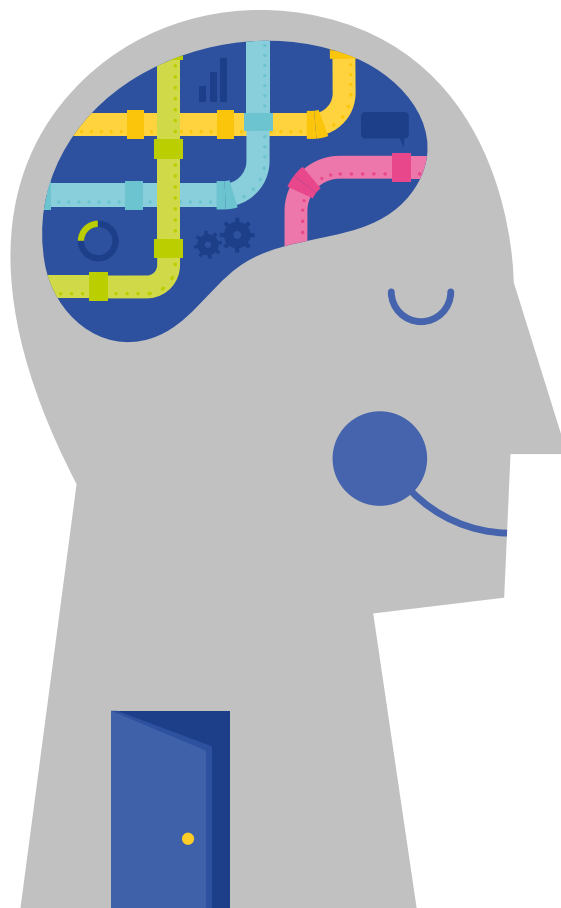
- P-A-R technique;

To help you describe your achievements, you can use this sequence to structure your text. Starting with the Problem, describing your Action upon it and ending with the Results that you got. It is simple to remember, easy to follow and read.

- Bullet points;

It could help you have a nice and beautiful summary. Bullet points will enhance what you want to boost. Furthermore, if someone is only skimming your summary, he or she will find what they are looking for.

And now, I hope that this handout could help you to have a good idea how to write a powerful summary on LinkedIn.



HOW DOES THE LINKEDIN WORK IN A RECRUITMENT PROCESS?

When you start looking for a professional position, even if it is for a first job, a better position or internship program, we automatically tend to connect with friends on social media. This is the first step, isn't it?

However, not always channels like Instagram or Facebook bring the expected results due to not being the proper channel for this kind of purpose.



There is a useful and specific social network for professional contacts, which is the LinkedIn. If you are looking for a professional position overseas, stay tuned. We will give you essential tips to direct your profile to professional positions overseas. Basically, LinkedIn is a social network where we can set connections with other people in the same professional field that we work or that we are looking for. For that reason, it is essential that you know how to use this tool as well as possible for companies use this system to advertise job positions and receive professional resumé.

There are more than 562 million users worldwide, and lots of job opportunities only for those inside this network. Therefore, having a personalized resumé may grant you a competitive differential. To elaborate an attractive LinkedIn profile, follow the tips below:

1- Create your professional profile and be genuine when filling all the information requested. Many 'headhunters' and Human Resources professionals consult profiles regularly, looking for candidates with the specific formation.

2- Although you may not like pictures, add one, including a background profile picture. Use a photo where you are dressed according to the work related to your career and avoid images of trips that you have done or that are too personal. If your desired job position demands formality, you should wear a suit. Profiles with photos are more visited than the ones that don't have any.

3- All required fields must be filled. Extra activities and volunteering work should be filled in “others” section. It's paramount that all information is complete, in order to encourage a possible employer to access your page; this might be the differential a company is searching for.

4- Specify, objectively, the position you are interested in. Companies will start to analyze profiles based on this information. Be sure that this title means more than a simple job position. Your career goals should be included, as well as previous professional experiences or even your current professional position. E.g. You are studying Marketing and wish to work in this professional field and have experience in Social Media. Include “Social Media Marketing”. Even if you don't have any experience in this field, include the information because it is your career goal. In case you have experience in more related areas choose “Social Media Marketing and SEO Expert.

Be an active member of LinkedIn.



5- Seek to increase your network connections continually, include comments in other profile posts, write articles about the market and your professional field. These actions show that you are interested in and have knowledge about the subject.

6- Take maximum advantage of the LinkedIn algorithm and insert key-words in your profile, with your profession and experience accordingly. By doing these steps your resumé will be better positioned in a search.

7- As in all social network, you must always access your LinkedIn and increase your connections. Post articles periodically and be an active member in groups, make reasonable comments and strengthen the network relationship.

8- Apply for online courses sponsored by lynda.com platform, which integrates LinkedIn Learning. There is a multitude of contents concerning Business, higher education, and government, which help in the formation of better professionals. It is worth taking advantage of the free trial for one month.

9- In the LinkedIn summary, academic formation and experience, it is possible to add videos. This is a new method to show your qualities, skills and argumentation abilities. Take advantage of this resource and record short videos. Lots of professional recruitments are done based on this type of material.

10- List your competences carefully. Your contacts may recommend you based on this list, in addition, facilitating the profile analysis on the part of the contractors.

Extra tips to get an overseas job position:



1- Make your profile in English, show that you are familiar with the language;

2-The videos would be beneficial to show your pronunciation and knowledge of English. Create a script that demonstrates your abilities;

3- Expand and consolidate your professional relations with people who are already in the country and the career you are looking for. All filled information on your profile will be useful to show your interest and professional capacities. Make sure that you always keep your data up to date.

LinkedIn is the main channel for those who are looking for a job or an internship program. Use the searching tools available, check the information on your network and expand your networking as much as you can. This will be the first and the most significant step that you are going to do in search for professional growth and overseas career.



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