

Making a LinkedIn Profile

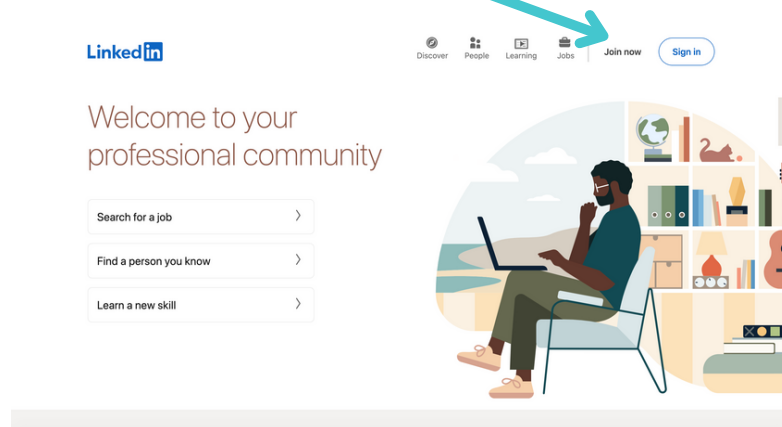
Beginner



LinkedIn is the largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.

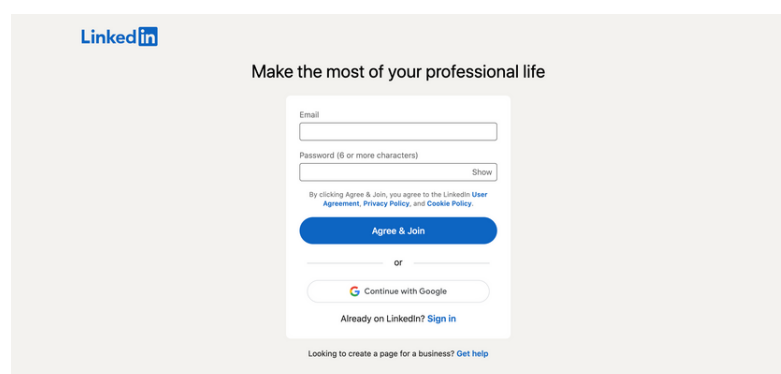
1 First step is going to LinkedIn at www.linkedin.com

2 Click on the button "Join now"



3 Fill in all your information in the form or choose 'Continue with Google'

4 Confirm email address
LinkedIn is now waiting for a confirmation of your email address. This so that they know that the email address really belongs to this profile.



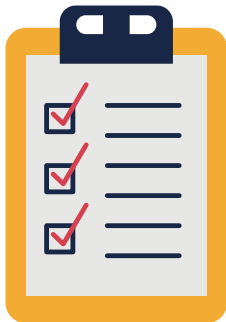
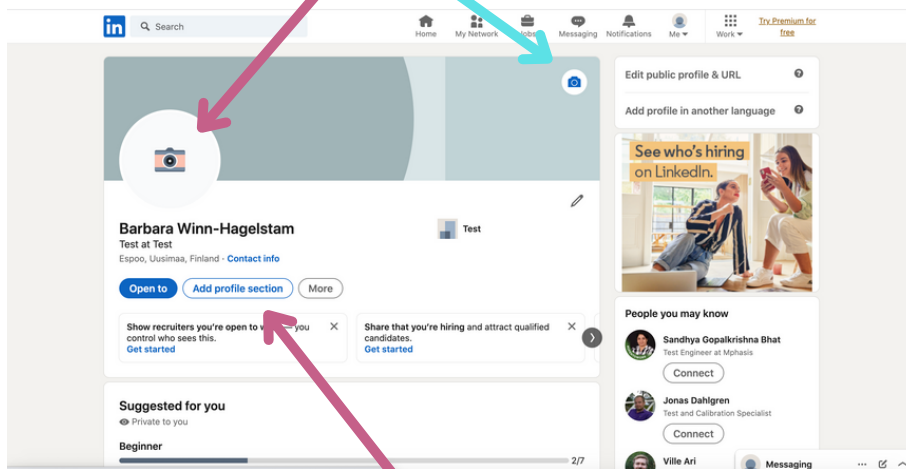
The image shows the LinkedIn sign-up form. At the top, it says 'LinkedIn' and 'Make the most of your professional life'. Below this, there are two input fields: 'Email' and 'Password (8 or more characters)'. There is a 'Show' button next to the password field. Below the input fields, there is a link: 'By clicking Agree & Join, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.' There are two buttons: 'Agree & Join' and 'Continue with Google'. At the bottom, there is a link: 'Already on LinkedIn? Sign in' and a link: 'Looking to create a page for a business? Get help'.

How to design your profile

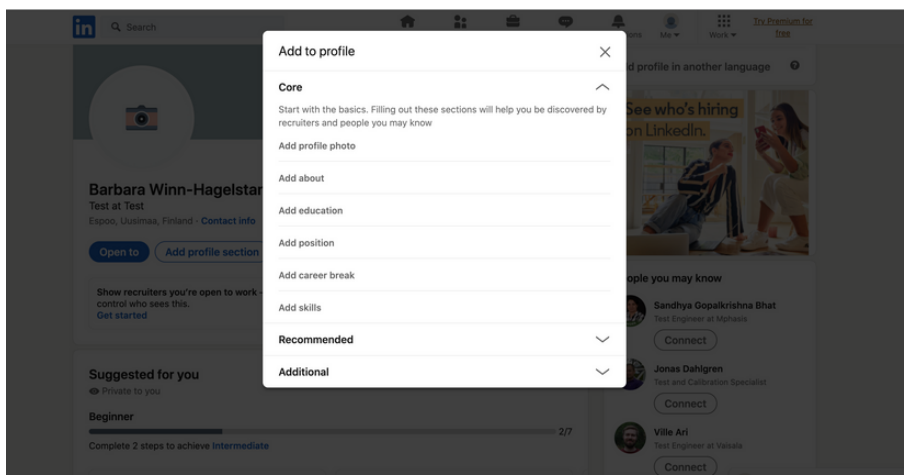
Add a photo to your profile



Show who you are. You can make this online profile more personal with a photo of yourself. Provide a professional photo, not a holiday snap. The best thing is that your face is in the picture as much as possible. Sometimes people don't exactly remember your name, so a photo can help. Click the camera to upload a photo for your profile and banner.



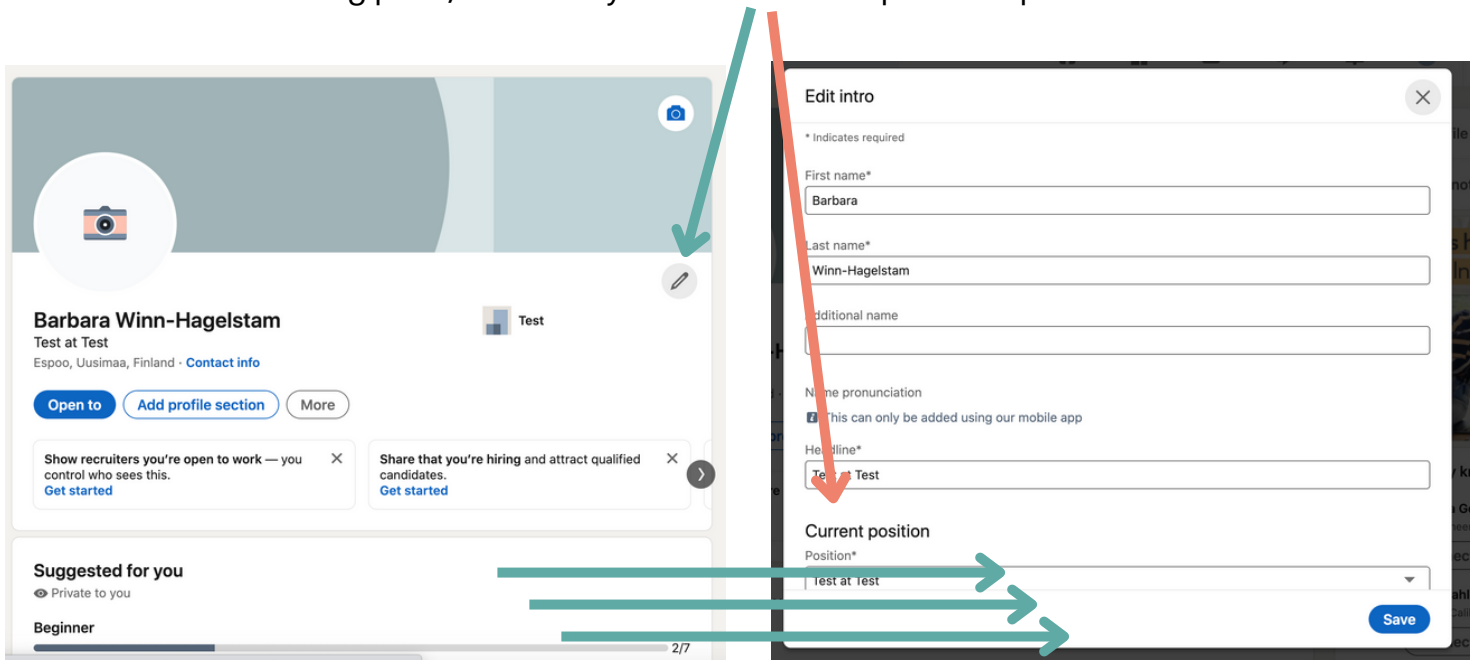
Add Relevant Skills - A list of relevant skills in your profile will help you showcase your skills to other members, such as your colleagues and recruiters. It helps others see your strengths. Once you've added your skills, your connections can endorse them. If someone endorses your skills, it increases your chances of being discovered for opportunities related to the skills you possess.



Add your Location and Industry

It is important to specify your industry and location as these are two of the most important filters recruiters use. In order to find work, this is a priority.

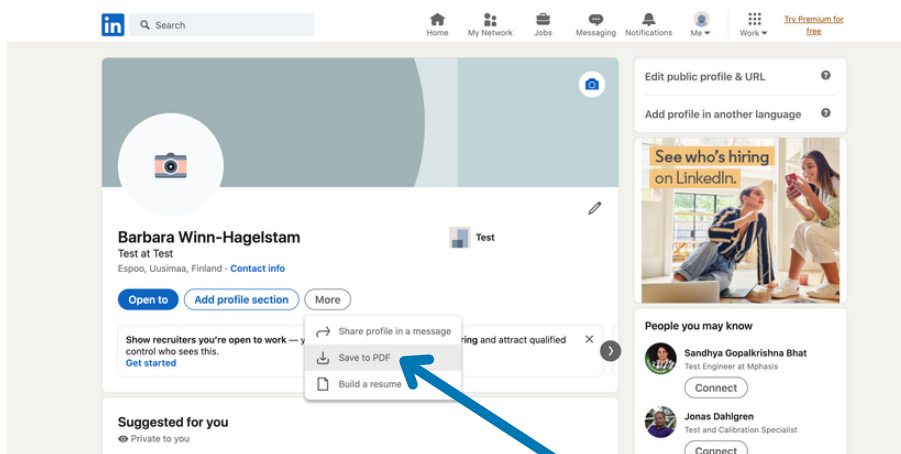
Directly below your photo, name, location, company and school, you have the option to write a summary about yourself. This is a great opportunity to show who you are. Make this something personal that allows you to distinguish yourself in the field. Use previous experience in the field or a piece of life experience to let your qualities shine through. As a starting point, I advise my clients to cut and paste the profile statement from their CV.



The image shows a LinkedIn profile for Barbara Winn-Hagelstam and an 'Edit intro' dialog box. The profile includes a profile picture, name, location (Espoo, Uusimaa, Finland), and company (Test at Test). The 'Edit intro' dialog has fields for First name (Barbara), Last name (Winn-Hagelstam), Additional name, Name pronunciation, and Headline (Test at Test). The 'Current position' section shows 'Position*' as 'Test at Test'. A 'Save' button is at the bottom right. Arrows indicate the flow from the profile to the dialog and from the dialog back to the profile.

Show what education you received.

1. As you start writing down the name of your school, look at the drop-down menu and click on your university to get the logo next to the name, this will give you more credibility.



The image shows a LinkedIn profile for Barbara Winn-Hagelstam with a 'Save to PDF' option highlighted. The profile includes a profile picture, name, location (Espoo, Uusimaa, Finland), and company (Test at Test). The 'Save to PDF' option is located in the bottom right corner of the profile card. A blue arrow points to the 'Save to PDF' option.

You can even download your profile as a **PDF CV**



Activities

Question 1

Which of the following best describes LinkedIn?

- a) A photo-sharing app
- b) A social network used for connecting with family and friends
- c) A website to share videos of any length
- d) A professional networking site

Question 2

True or False: You can search for jobs and connect directly with employers through LinkedIn.

Question 3

On LinkedIn, your profile most closely resembles a _____.

- a) digital scrapbook
- b) resume
- c) dating profile
- d) photo gallery

Question 4

Which of the following are appropriate examples of people to add as LinkedIn connections? Select all that apply.

- a) Celebrities
- b) People in your industry who you don't know personally
- c) Friends and family members
- d) Coworkers

Question 5

True or False: You are notified whenever someone looks at your profile on LinkedIn.



Answer key

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True

Let's play a game

Practice playfully with the questions that can be asked during a job interview.
cut out all the cards on the following pages and shuffle them

Green	Your left neighbor takes a card from the green pile and reads the situation on it. Tell us how you would react in this situation.
Blue	Your left neighbor takes a card from the blue pile and asks you the question it says. Answer this question.
Orange	Take a card from the orange pile. Read the three characteristics that stand for and tell which of these three applies to you the most and why.



Merry Enthusiastic Trustworthy	Serious Optimistic Correctly	Brave Relaxed Active
Modest alert Spontaneously	Creative Interested Responsible	Caring Adventurous Positive
Listener Intelligent open-minded	Accommodating Sensitive Organizational	Diligent Honestly Versatile
Flexible Clear Eager to learn	Patient Tolerant helpful	Confident diligent Independent



<p>A customer is angry because something went wrong. How do you respond?</p>	<p>You notice that a colleague is drunk. What are you doing?</p>	<p>You missed your bus and you can't possibly arrive at work on time. What are you doing?</p>
<p>You notice that a colleague is not doing his job well. Do you do something with it? What?</p>	<p>You see that a colleague is being bullied. How do you respond?</p>	<p>You feel like too much is expected of you. What are you doing?</p>
<p>You feel that you earn too little for the work you do. What are you doing?</p>	<p>You and a colleague have requested the same period of vacation. The colleague gets time off and you don't. What are you doing?</p>	<p>Your colleague or superior calls you to account about something that is not only you to blame for. What are you doing?</p>
<p>You have to tell a customer that you can't help them. How do you go about that?</p>	<p>Suppose you disagree with a decision your employer makes. What do you do?</p>	<p>Your superior asks you to start at a different time than what is stated in your schedule. How do you respond?</p>



Tell us a bit about yourself.	Briefly discuss your education.	What are your strengths?
What are your hobbies?	What are your weaknesses?	What achievement are you most proud of?
Who do you look up to? Why?	Why do you want this job?	Are you a leader or a follower?
Where do you see yourself in five years?	What attracts you to this company?	Why should we hire you?