

Class: SY BSc

Subject : Career development

Chapter: Unit 3 Chapter 1

Chapter Name: Leveraging LinkedIn

Today's Agenda

1. What is LinkedIn?
 1. Difference between LinkedIn and other social media platforms
 2. Why to use LinkedIn?
2. How to make a LinkedIn profile?
 1. Creating an Optimized LinkedIn profile
 2. Selecting a profile photo
 3. Crafting a compelling headline
 4. Composing an impactful summary
3. Expand your network strategically
3. Benefits of joining relevant LinkedIn groups

1 What is LinkedIn ?

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to enable registered members to establish and document networks of people they know and trust professionally.

LinkedIn is also a resource for professionals to find jobs, research companies, and get news about their industry and business connections.



1.1 Difference between LinkedIn and social media platforms

Facebook	LinkedIn	Twitter	Instagram
NUMBER OF USERS 2.3 billion	NUMBER OF USERS 850 million	NUMBER OF USERS 330 million	NUMBER OF USERS 1 billion
CHARACTER LIMIT, PER POST 63,206	CHARACTER LIMIT, PER UPDATE 700	CHARACTER LIMIT, PER POST 280	CHARACTER LIMIT, PER CAPTION 2,200
USE CASES B2C companies and nonprofits can build communities through targeted advertising and promoting events.	USE CASES A B2B platform where industry leaders and buyers spend their time. Users can create their own forums to start conversations, which promotes thought leadership, and share industry knowledge.	USE CASES Thought leadership and information-seeking individuals such as media outlets, writers and bloggers use this as a search engine to find real-time information. Provides brand awareness for companies and shines light on different topics.	USE CASES This platform showcases a brand's culture and identity, keeping customers engaged and wanting to do business with the brand.
AGE DEMOGRAPHIC All ages	AGE DEMOGRAPHIC 30-49	AGE DEMOGRAPHIC 18-29	AGE DEMOGRAPHIC 13-17

1.1 **Difference between LinkedIn and social media platforms**

LinkedIn is different from other social networking sites, like Facebook Twitter and Instagram, in that it is designed specifically with business networking in mind.

It's a more closed network, where members usually only connect with people they already know or have been introduced to by someone in their network. This makes LinkedIn ideal for building professional relationships, as opposed to personal ones.

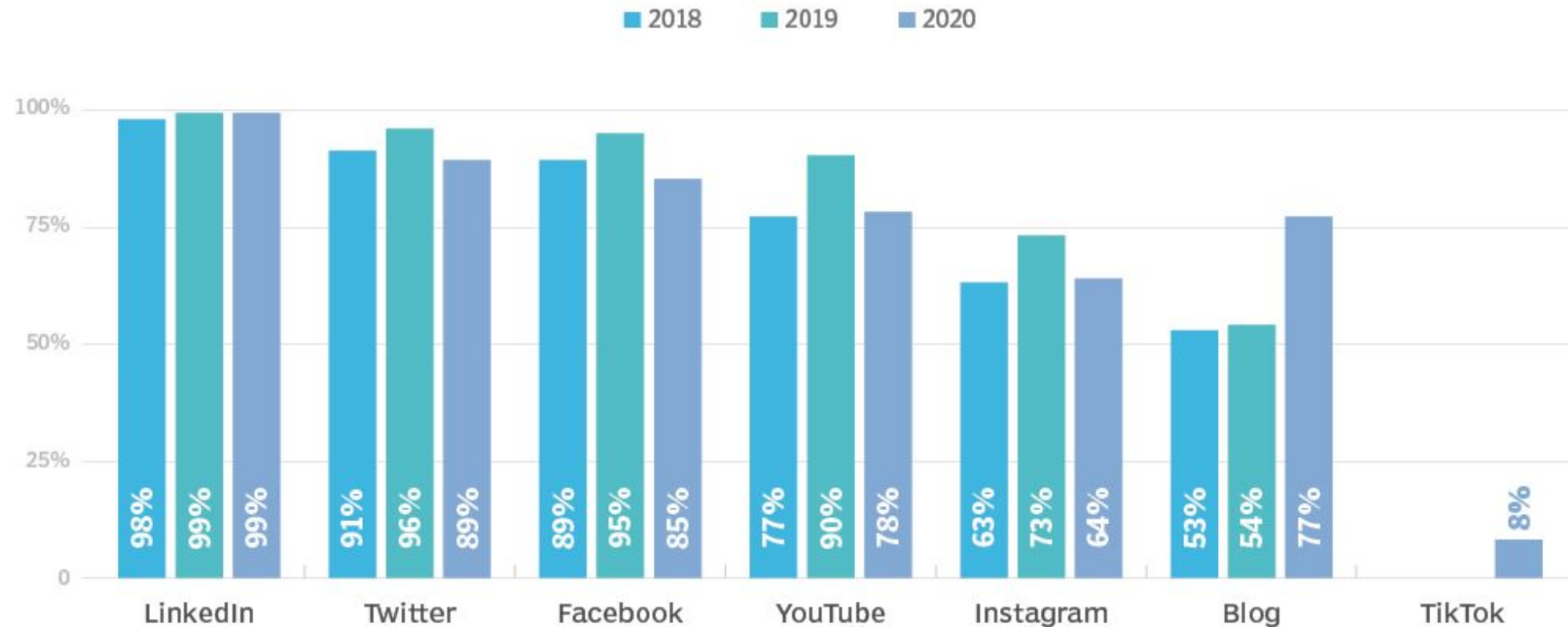
1.2 Why use LinkedIn?

LinkedIn is used primarily by three groups of people: individuals, sales reps and recruiters:

1. For **individuals**, LinkedIn is a great way to manage your career, find a job, research companies, connect with business contacts and get news about your industry.
1. **Salespeople** often used LinkedIn to generate leads and build relationships with potential customers.
1. **Recruiters** use LinkedIn to find candidates for open positions, research companies and connect with potential employees.

1.2 Why use LinkedIn?

Fortune 500 corporate social media use



2 How to make LinkedIn profile ?



Login and setup your LinkedIn profile.

Set the privacy and account settings as per your convenience.

Complete your profile information



https://youtu.be/Rrmr3F_brjQ

2.1 Creating an Optimized LinkedIn Profile

1. Professional Photo

Select a high-quality, headshot that conveys your personal brand.

2. Compelling Headline

Showcase your expertise and value proposition in a few words.

3. Impactful Summary

Tell your story and highlight your unique skills and experience.

2.2 Selecting a Professional Profile Photo

1

Smile and Make Eye Eye Contact

Convey warmth and approachability.

2

Dress Appropriately

Choose attire that aligns with your industry and personal brand.

3

Natural Lighting

Avoid harsh shadows or glare for a flattering look.

2.3 Crafting a Compelling Headline

Focus on Value

Highlight your unique skills and the value you offer to potential connections.

Keep it Concise

Craft a clear, impactful statement in 120 characters or less.

Optimize for Search

Include relevant keywords to make your profile more discoverable.

2.4 Composing an Impactful Summary

Tell Your Story

Highlight your background, expertise, and unique value proposition.

Use Storytelling

Engage readers with a conversational, authentic authentic tone.

Include Keywords

Incorporate relevant terms to improve searchability. searchability.

Call to Action

Invite readers to connect or explore your other online profiles.

3 Expand your network strategically

Step 1: Identify

Who should I reach out to on LinkedIn?

- People you have something in common with (shared background, affiliation, event attendance, etc.)
- People who have a job or who work at a company or in an industry that interests you
- People who are sharing content on LinkedIn that interests you
- People connected to other members you know
- People who may be able to help you achieve your career goals

3 Expand your network strategically

Step 2: Personalise

Always personalize your connection request

After clicking “Connect,” you can customize your request by selecting “Add a note.”

Here are a few tips to guide you:

- Keep your request concise: 2-3 sentences are appropriate (you only have 300 characters!)
- Consider including...
 - who you are
 - how you came across their profile
 - why you want to join their network

3 Expand your network strategically

Sample Message #1: Shared background or affiliation

Consider members who...

- ☐ Attended your school or training program
- ☐ Are affiliated with a professional network or association you are part of
- ☐ Attended a recent event you attended

Hi [Name],

I see that you attended [institution, professional/nonprofit program, event] and I did as well. I'd love to learn more about your career path if you're open to connecting!

[Your Name]



3 Expand your network strategically

Sample Message #2: Industry, company or job you're interested in

Consider members who...

- Work in your industry or an industry you want to break into
- Work at a company you'd like to learn more about
- Work in a role similar to yours or one you'd like to have someday

Hi [Name],

I recently started a role in [retail management] and see that you have expertise in the industry. I'd love to join your network to learn more.

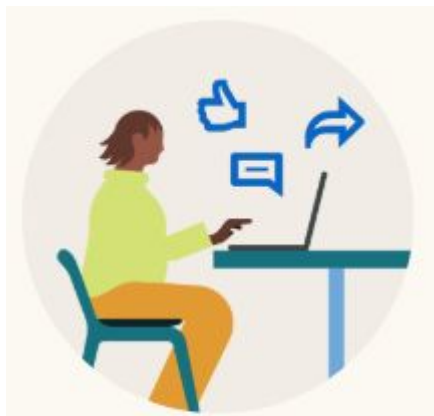
[Your Name]

3 Expand your network strategically

Step 3: Add value and engage with your network



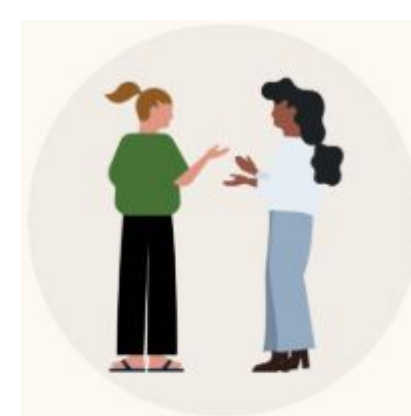
Invest time in your connections and request informational interviews



Like and share things that you and people in your network will care about



Join groups and exchange insights with school or program alumni



Give testimonials and recommendations to others

4 **Benefits of joining relevant LinkedIn groups**

1. Networking

Connect with like-minded professionals and build relationships.

2. Knowledge Sharing

Participate in discussions and learn from industry experts.

3. Visibility

Showcase your expertise and potentially attract new opportunities.