

You're Closer Than You Think

How to use
LinkedIn
to kick-start
your career



gpapa@linkedin.com

Milano, 15/05/19

Agenda



New Era: Digital, Social & Mobile

LinkedIn: The Economic Graph

Come costruire un profilo da 10 e Lode

2005



2015



LinkedIn's vision is to create economic opportunity for every member of the global workforce



610M

Members



50K

Skills



30M

Companies



20M

Jobs



84K

Schools

637 new data points are created every 2 seconds, fueling our **Economic Graph**.
This vast network of data enables you to be more successful on LinkedIn.

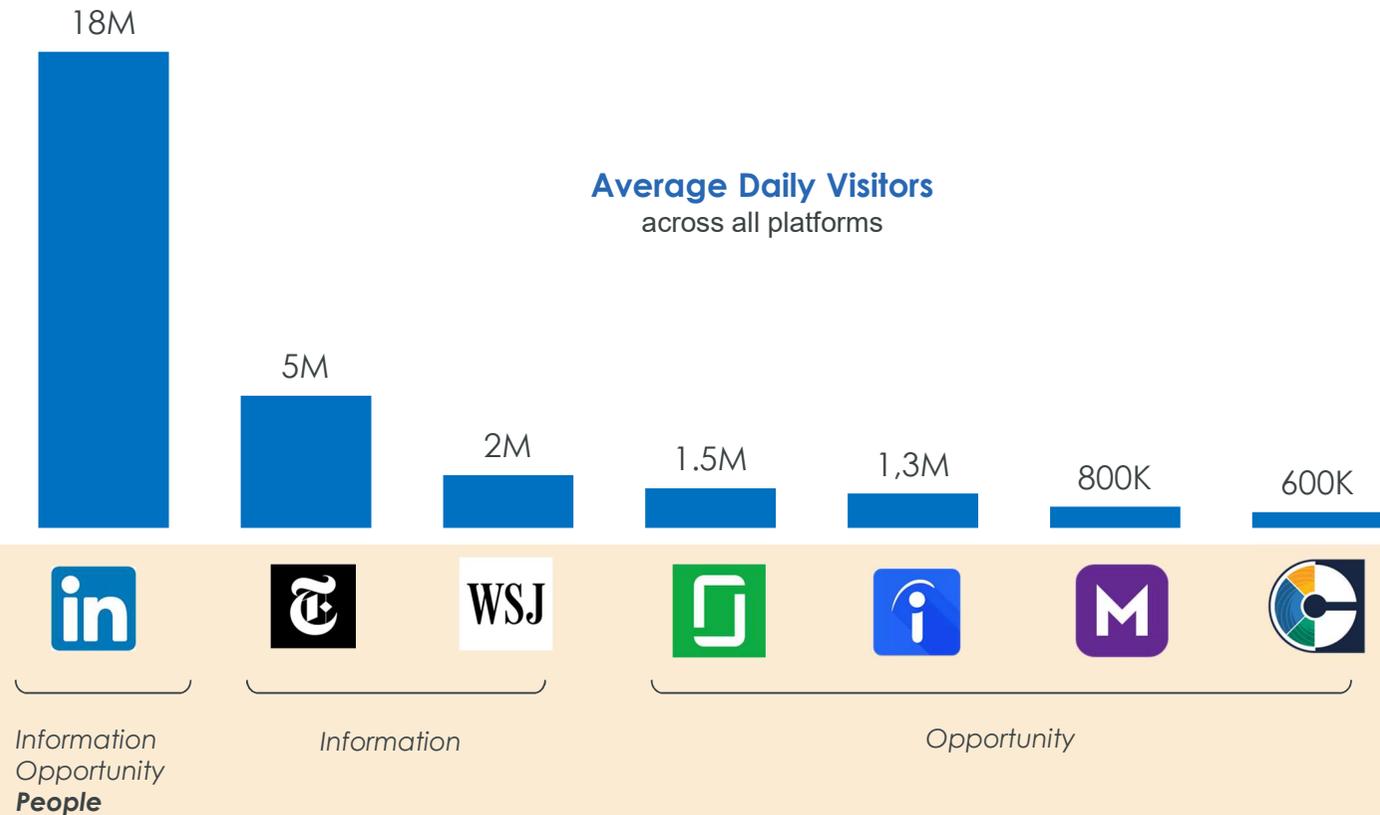


Millions of professionals use our platform every day

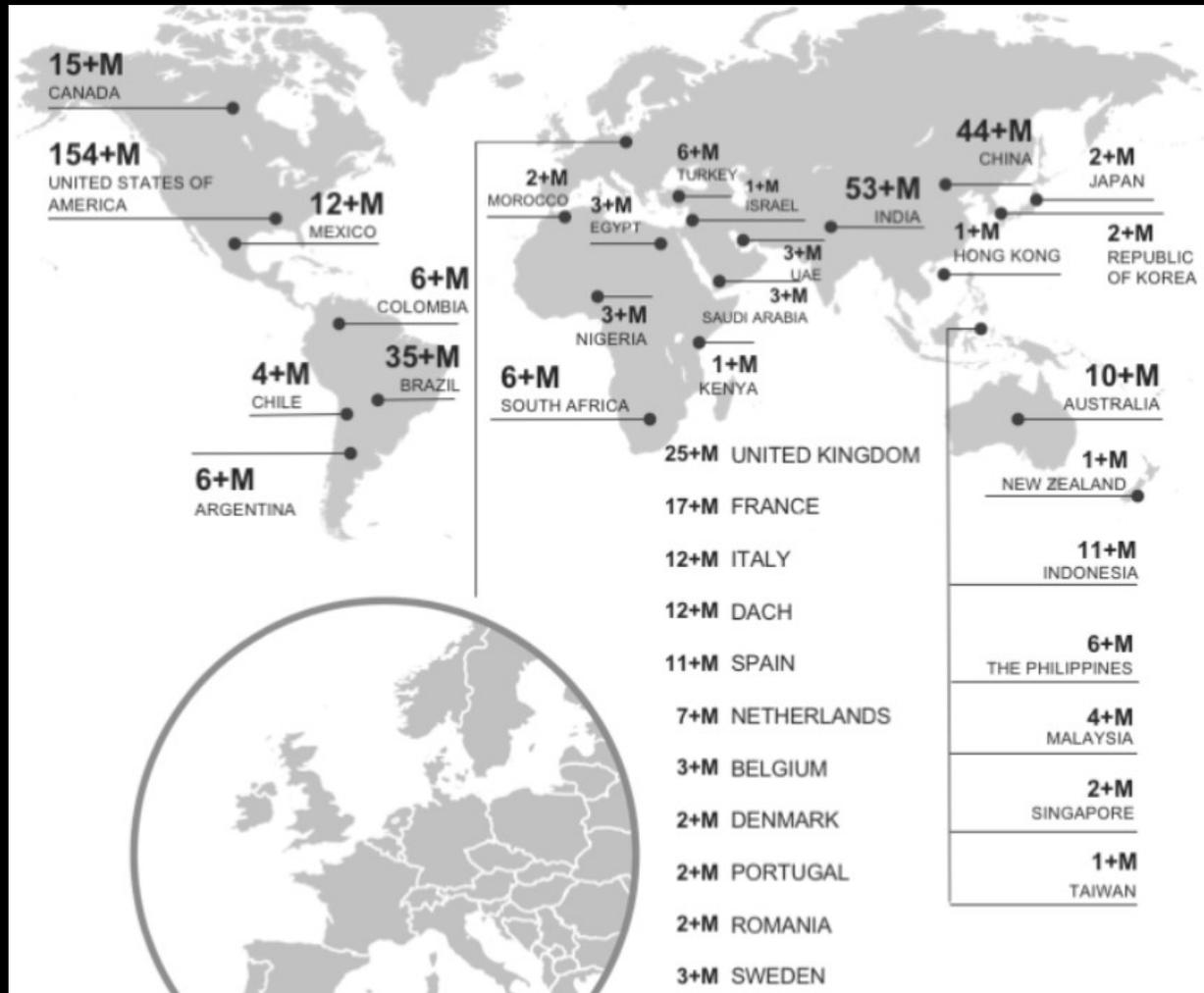
to connect to information, people, and opportunities

33% Growth

in LinkedIn login sessions year over year. Candidates are spending more time on our platform.



LinkedIn – The world's largest professional network 630M+



LinkedIn®

1B+

Microsoft

Microsoft Users

How to give yourself the best chance of success



Identity

Who you are



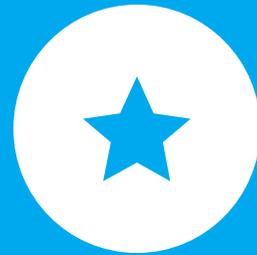
Networks

Who you know

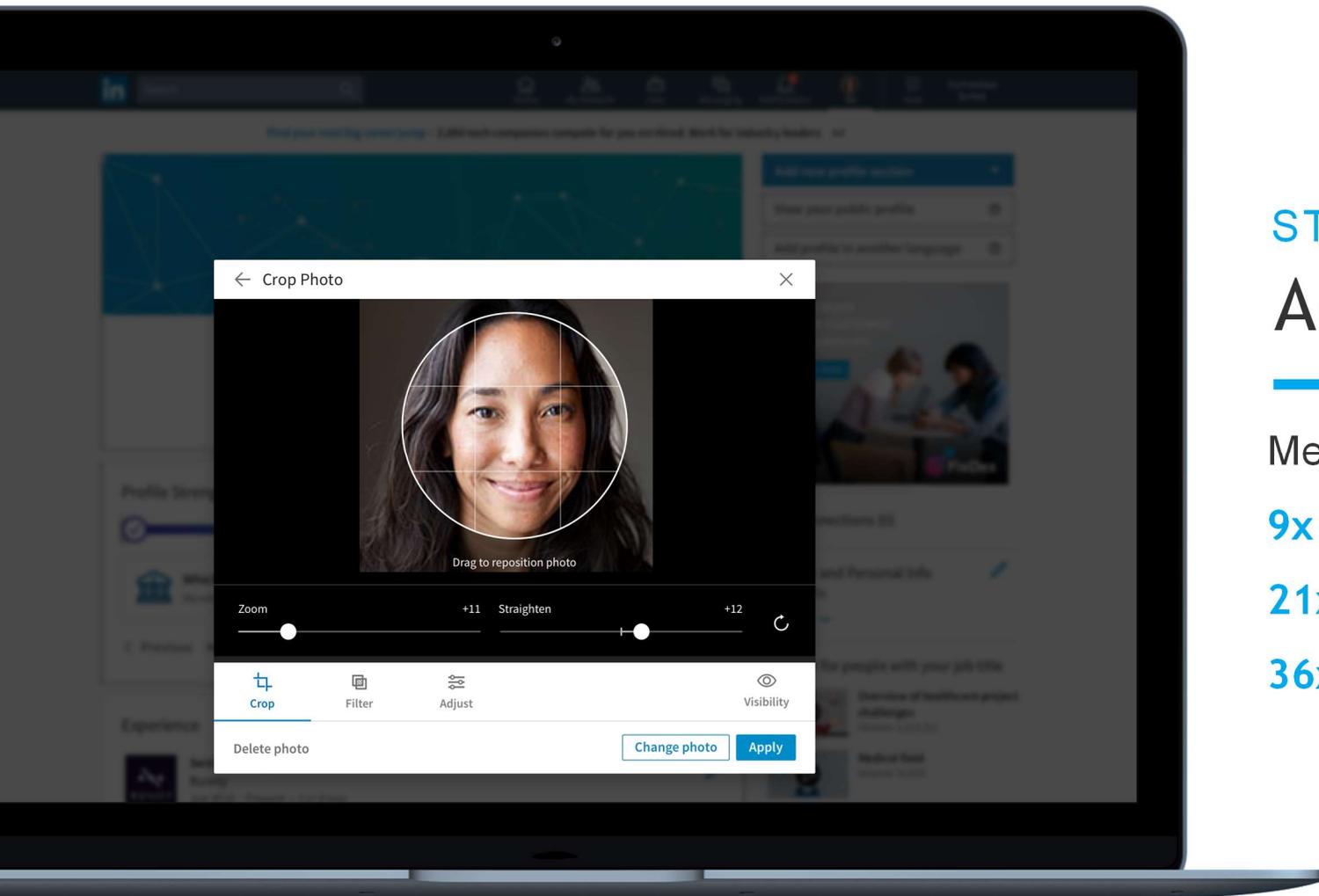


Knowledge

What you know



Who you are



STEP ONE

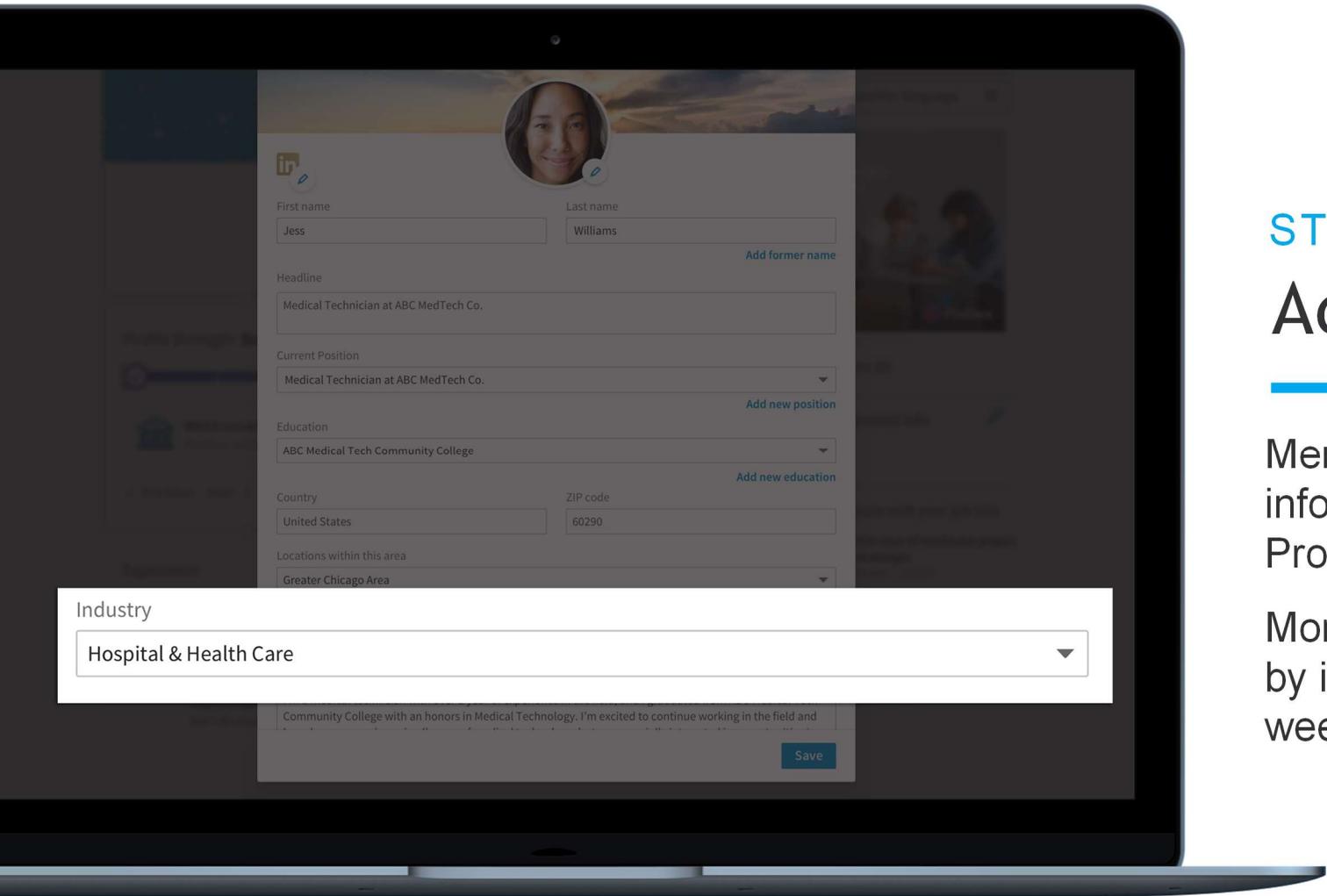
Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages



STEP TWO

Add your industry

Members with industry information receive up to **9x** more Profile views

More than 300K people search by industry on LinkedIn every week

Profile photo



First Name: Zinzan

Last Name: Hax

[Add former name](#)

Headline

Masters student studying Business & Marketing| Graduate 2017 | Interested in careers in Digital Marketing & Social Media

Locations within this area

London, Greater London, United Kingdom

Industry

Marketing and Advertising

Summary

I am an experienced professional with expertise in Business Administration and Marketing, I have followed a varied and exciting career path, developing my skills and experience through a placement year at IBM. Most recently I have also experienced the challenge of working on a small start-up. I'm now in the final year of my degree course at Durham and am looking for exciting career

Media

Add or link to external documents, photos, sites, videos, and presentations.

[Upload](#) [Link to media](#)

Masters student studying Business & Marketing| Graduate 2017 | Interested in careers in Digital Marketing & Social Media

STEP THREE

Write an attention-grabbing headline

Show your passion and value

Use Keywords to help being found

Edit Intro ✕

Current Position
Medical Technician at ABC MedTech Co. ▼
[Add new position](#)

Education
ABC Medical Tech Community College ▼
[Add new education](#)

Country ZIP code

Locations within this area
Greater Chicago Area ▼

Industry
Hospital & Health Care ▼

Summary

Media
Add or link to external documents, photos, sites, videos, and presentations.

[Supported formats](#)

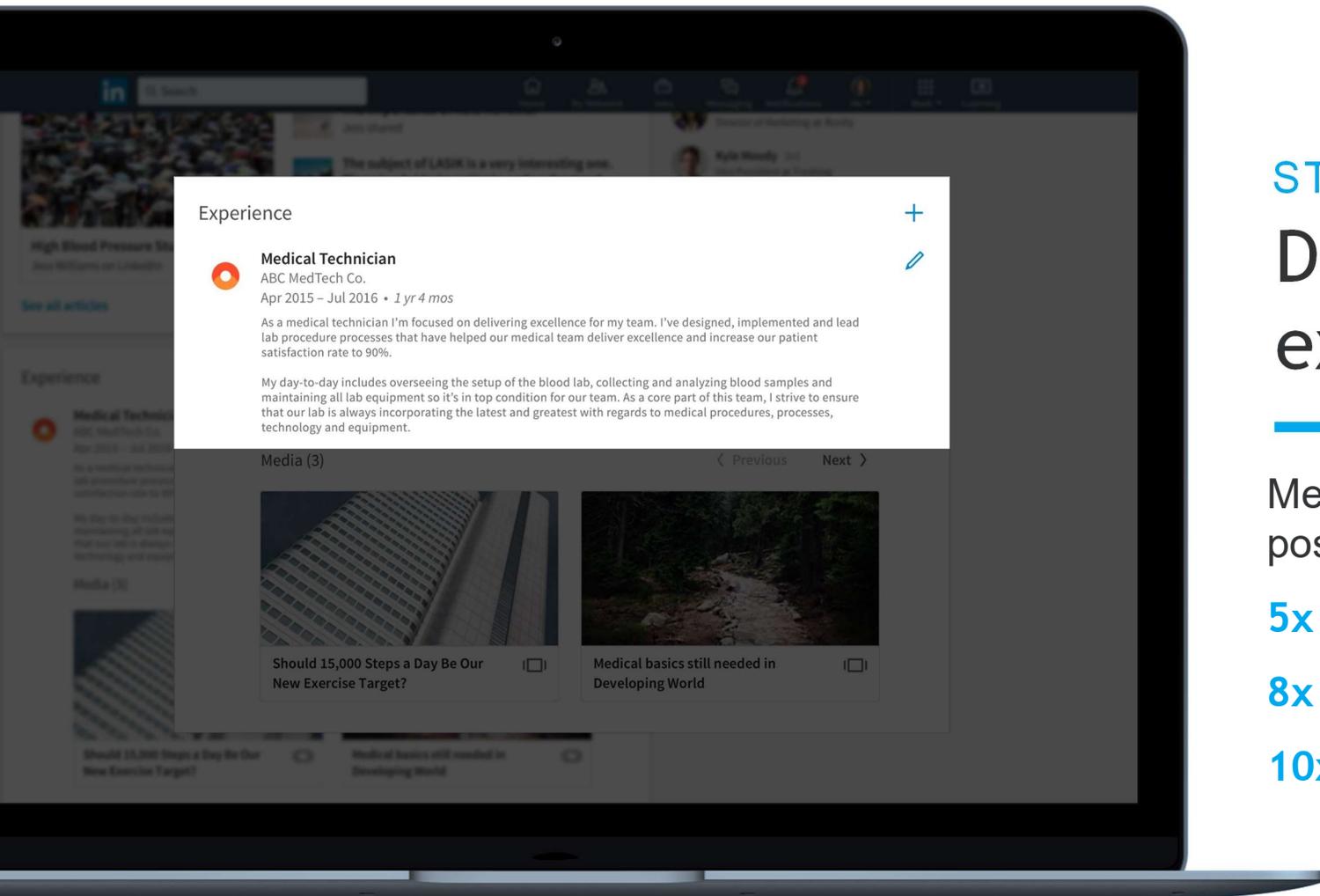
STEP FOUR

Draft a compelling summary

Your “elevator pitch”

Focus on career accomplishments & aspirations

40+ words



STEP FIVE

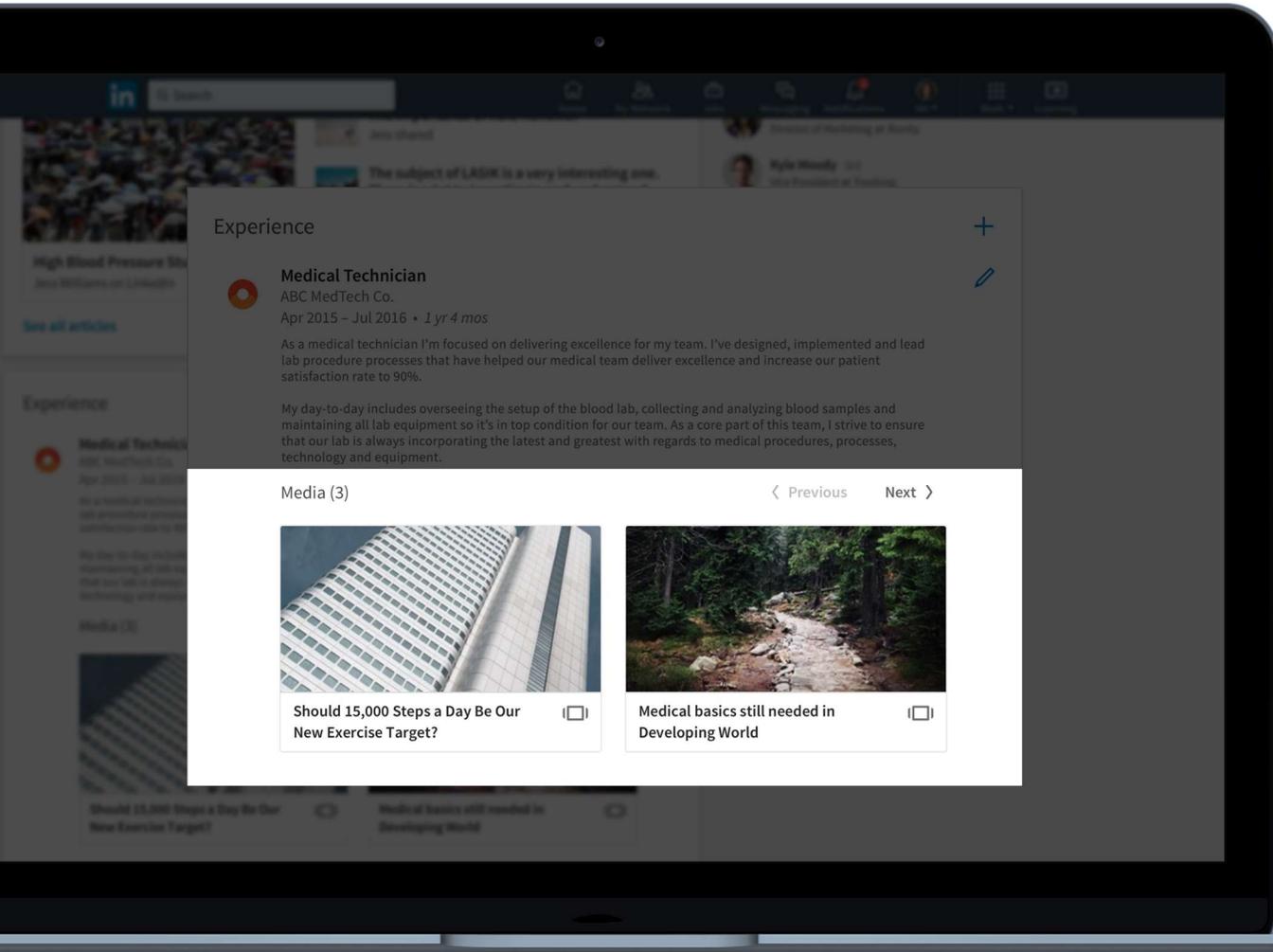
Detail your work experience

Members with up-to-date positions receive up to:

5x more connection requests

8x more Profile views

10x more messages

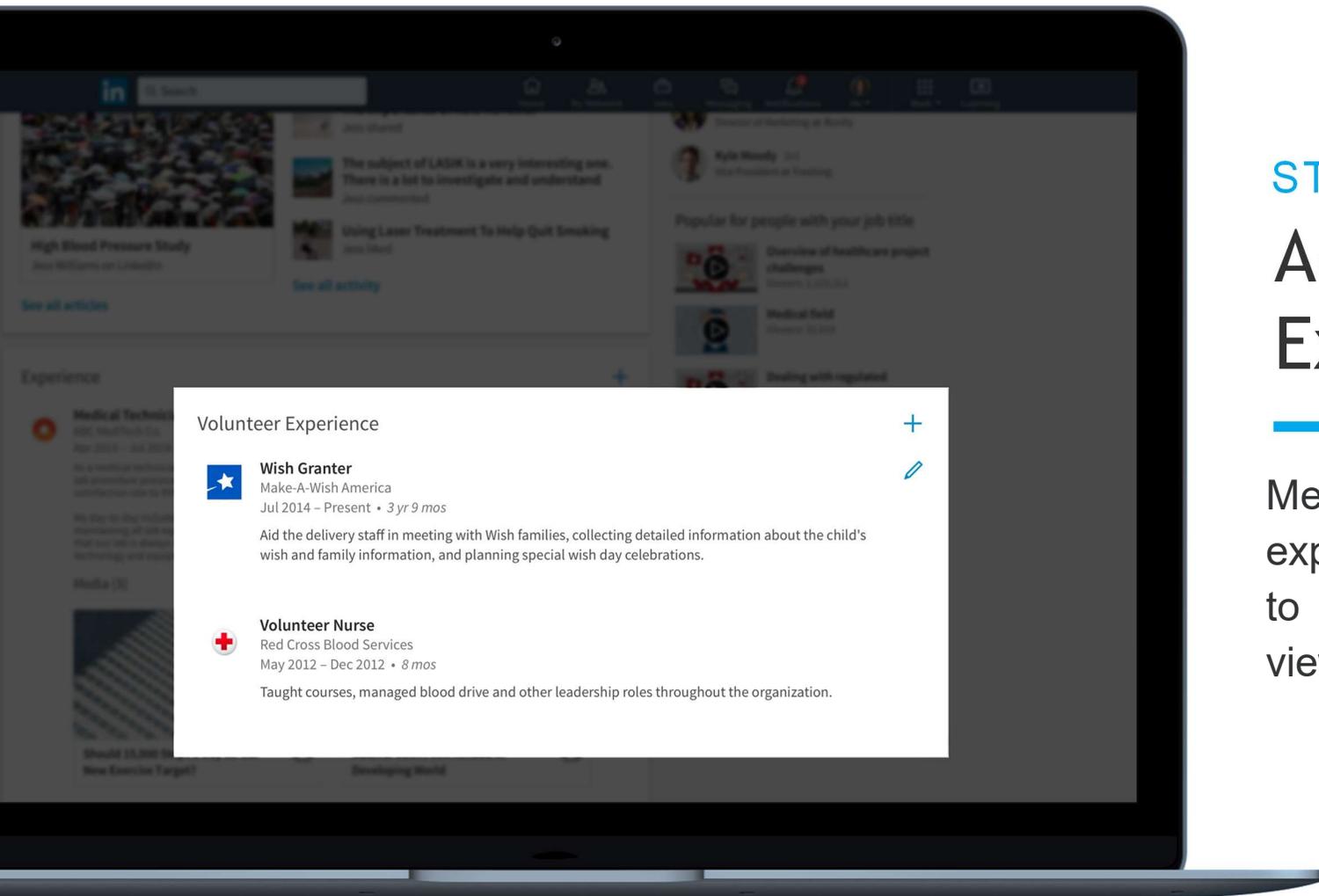


STEP SIX

Add Examples of Your Work

Upload photos, presentations, and videos

Give a dynamic, visually appealing representation of your professional story



STEP SEVEN

Add Volunteer Experience

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

Final Pro Tips: Let's Review



PHOTO

Make sure it's updated and represents you



INDUSTRY

Add and update as needed



HEADLINE & SUMMARY

Your "elevator pitch" that introduces you



EXPERIENCE

Make sure you list your current position



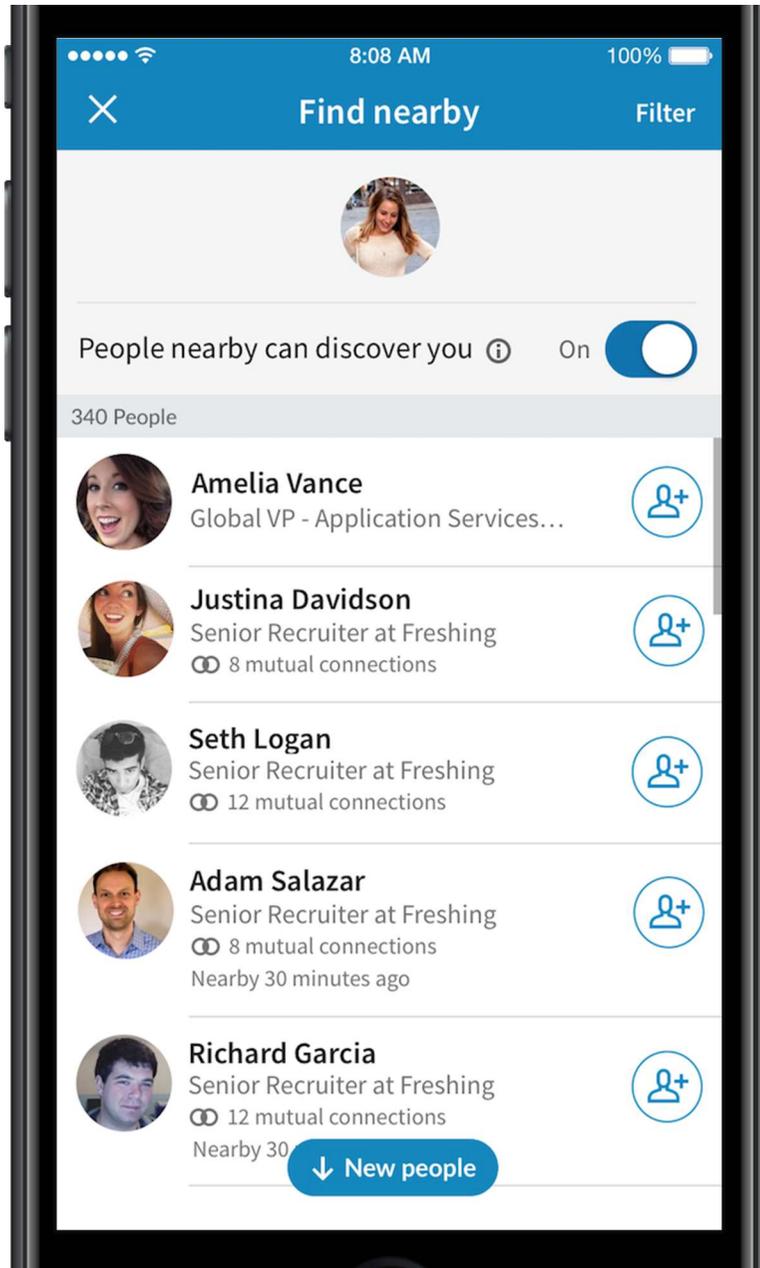
RICH MEDIA

Add photos, videos and presentations to tell your story



VOLUNTEER EXPERIENCE

Round out your professional story

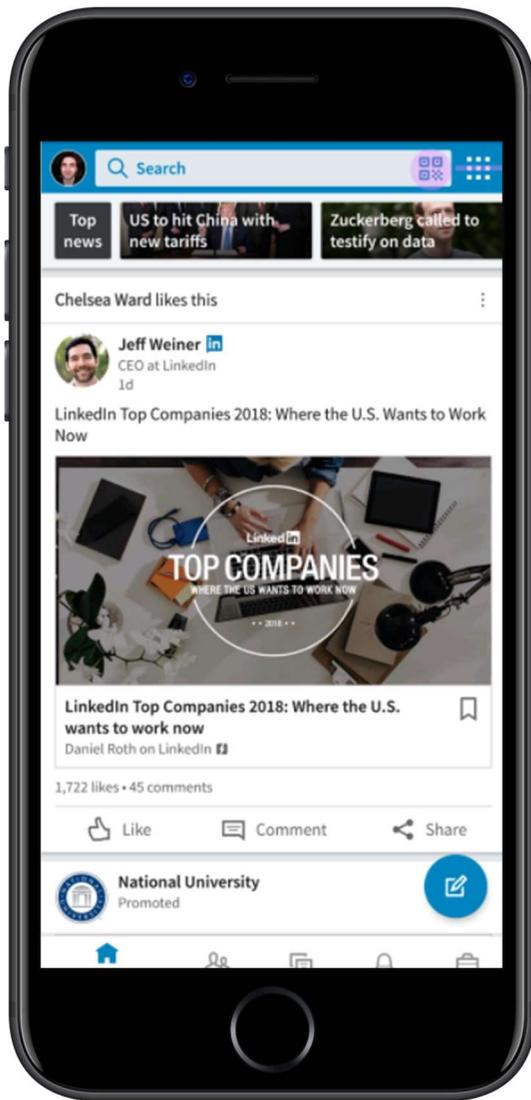


LinkedIn

Enable Find Nearby to see who to meet

1. Click **Find Nearby** in the **My Network** tab
2. **Enable Nearby** through Bluetooth
3. Allow people to discover you → "On"
4. Start connecting!

#AddYourEventHashtag



LinkedIn

Scan to Connect

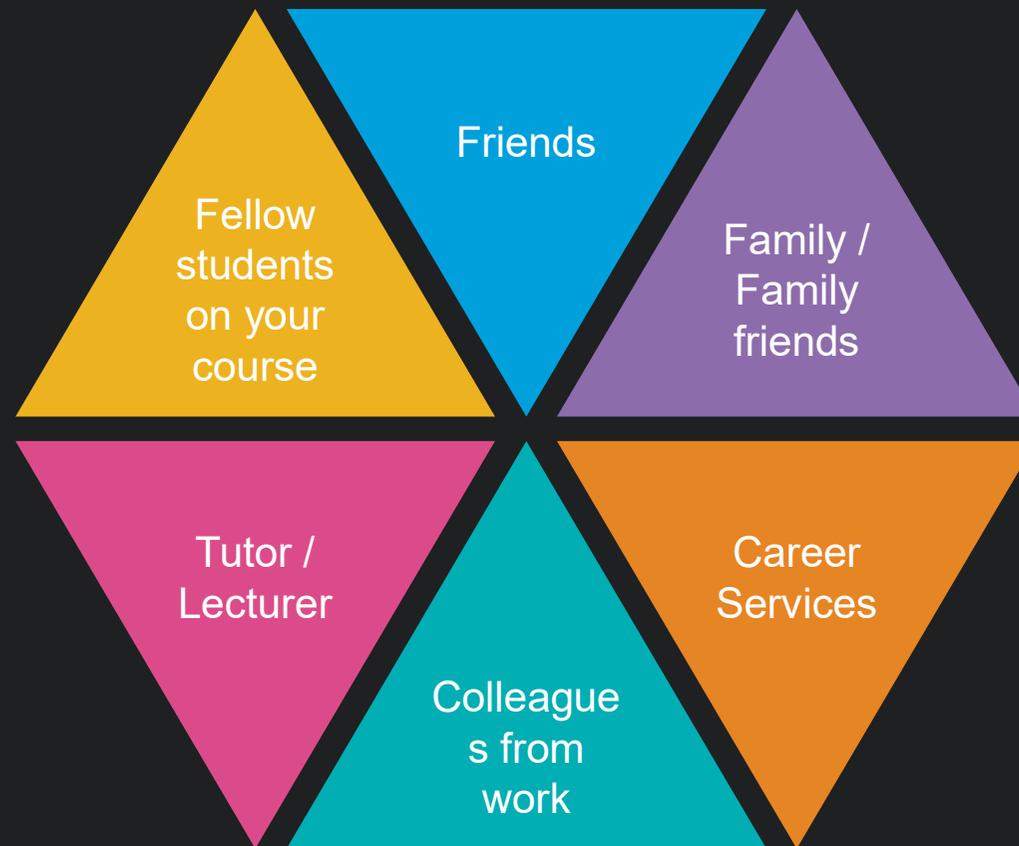
1. Click QR code icon in Search Bar
2. Scan someone else's QR code
3. OR share your own QR code

#AddYourHashtag



Who you know

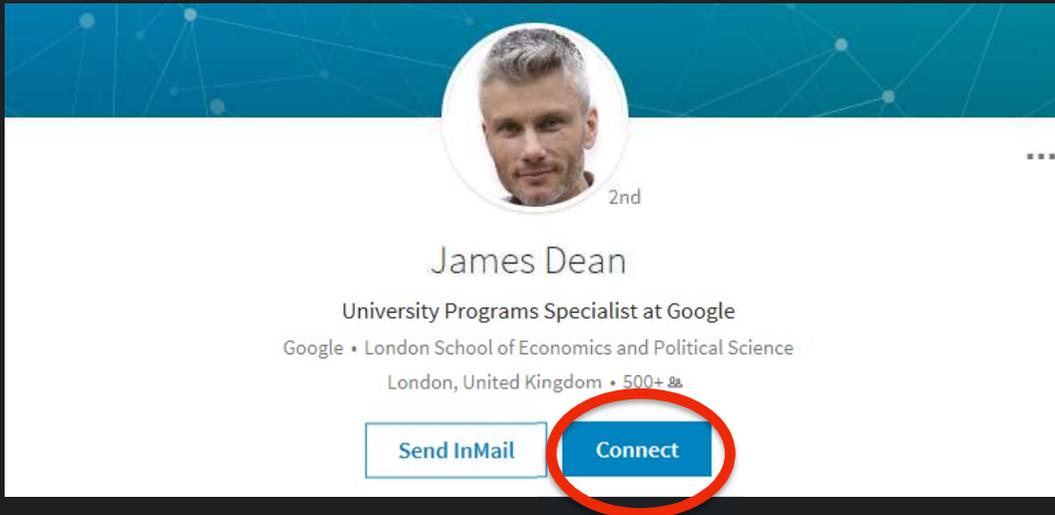
Connect to people you know...



...who know other people...

Grow your network

Send personalised invitations with context

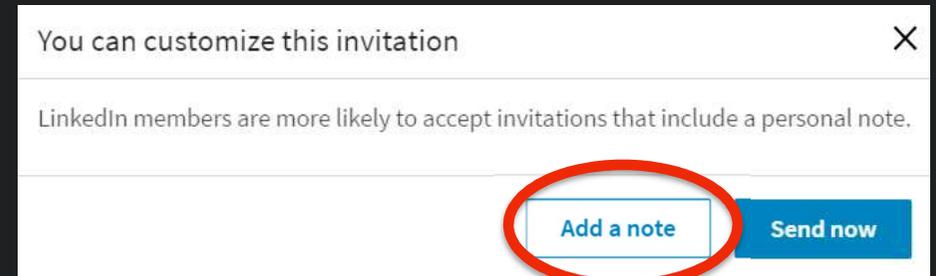


2nd

James Dean

University Programs Specialist at Google
Google • London School of Economics and Political Science
London, United Kingdom • 500+ &

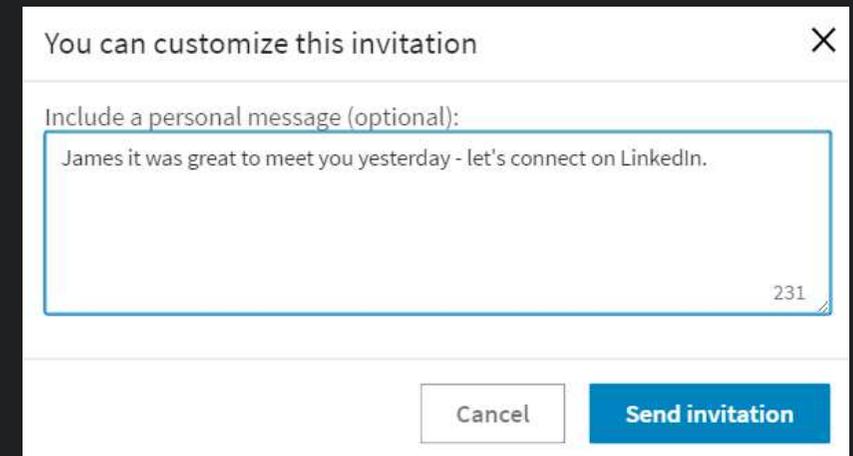
[Send InMail](#) [Connect](#)



You can customize this invitation ✕

LinkedIn members are more likely to accept invitations that include a personal note.

[Add a note](#) [Send now](#)



You can customize this invitation ✕

Include a personal message (optional):

James it was great to meet you yesterday - let's connect on LinkedIn.

231

[Cancel](#) [Send invitation](#)

Start at the profile to ensure you have the option to create a personal message.

Engage your network

Your Professional Brand is defined by how you interact with people



Like, Share,
Comment



Post your own
Content

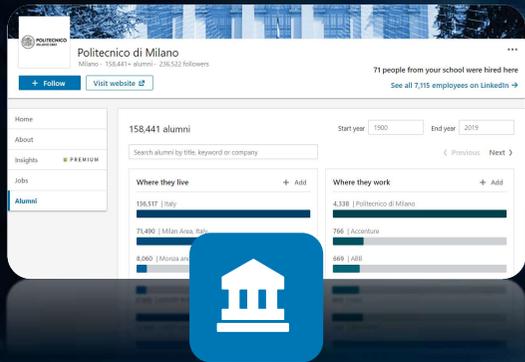


Publish a Blog
Post

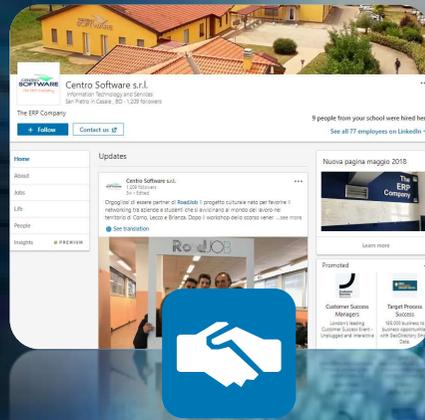


What you know

The most relevant professional insights, news, knowledge and people



Alumni



Employers



Groups



Learning

Take a look at *alumni* from your
university...





Check out your University Page

Università degli Studi di Milano
Milano, Lombardy · 170,476+ alumni · 192,238 followers

Visit website [View in Sales Navigator](#)

Following Marco & 1 other connection work here
[See all 6,863 employees on LinkedIn](#)

Home
About
Jobs
Life
Alumni
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170,476 alumni

Start year End year

Search alumni by title, keyword or company < Previous **Next** >

Where they live + Add

Location	Count
Italy	156,482
Milan Area, Italy	89,534
Monza and Brianza Area, Italy	8,889
Varese Area, Italy	8,291
Bergamo Area, Italy	6,505

Where they work + Add

Company	Count
Università degli Studi di Milano	2,981
Università degli Studi di Milano-Bicocca	476
UniCredit	399
Studio legale	398
Accenture	379

[Show more](#)



Find and Follow Employers

Receive the latest news, updates and opportunities from companies in which you are interested

Banking that matters. | **UniCredit**

UniCredit
Banking · Milano, MI · 208,550 followers

Banking that matters.

[+ Follow](#) [Visit website](#)

Alessio Antonio works here
[See all 44,155 employees on LinkedIn](#)

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About
Jobs
Life
People
Insights PREMIUM

Updates

UniCredit
208,550 followers
4d · Edited

Virtual reality or theatrical reality? That is the question. Learn the answer on March 21 at 6:30 p.m. in UniCredit Studio, where 3 theatrical performances will be presented through VR technology - Frankenstein, Golem and Attempt to ...see more

Careers @ UniCredit
[learn more](#)

Jobs on LinkedIn

Find the right jobs via a Company...

The screenshot displays the LinkedIn profile for Accenture. The header includes the Accenture logo, the company name, and its location (Dublin 2) with 3,984,220 followers. A notification states, "New isn't on its way. We're applying it right now." Below this are buttons for "Follow" and "Visit website". A red box highlights a notification: "Lucy & 6 other connections work here" with a link to "See all 397,674 employees on LinkedIn".

The left-hand navigation menu includes "Home", "About", "Jobs" (highlighted with a red box), "Life", "People", and "Insights" (marked as PREMIUM).

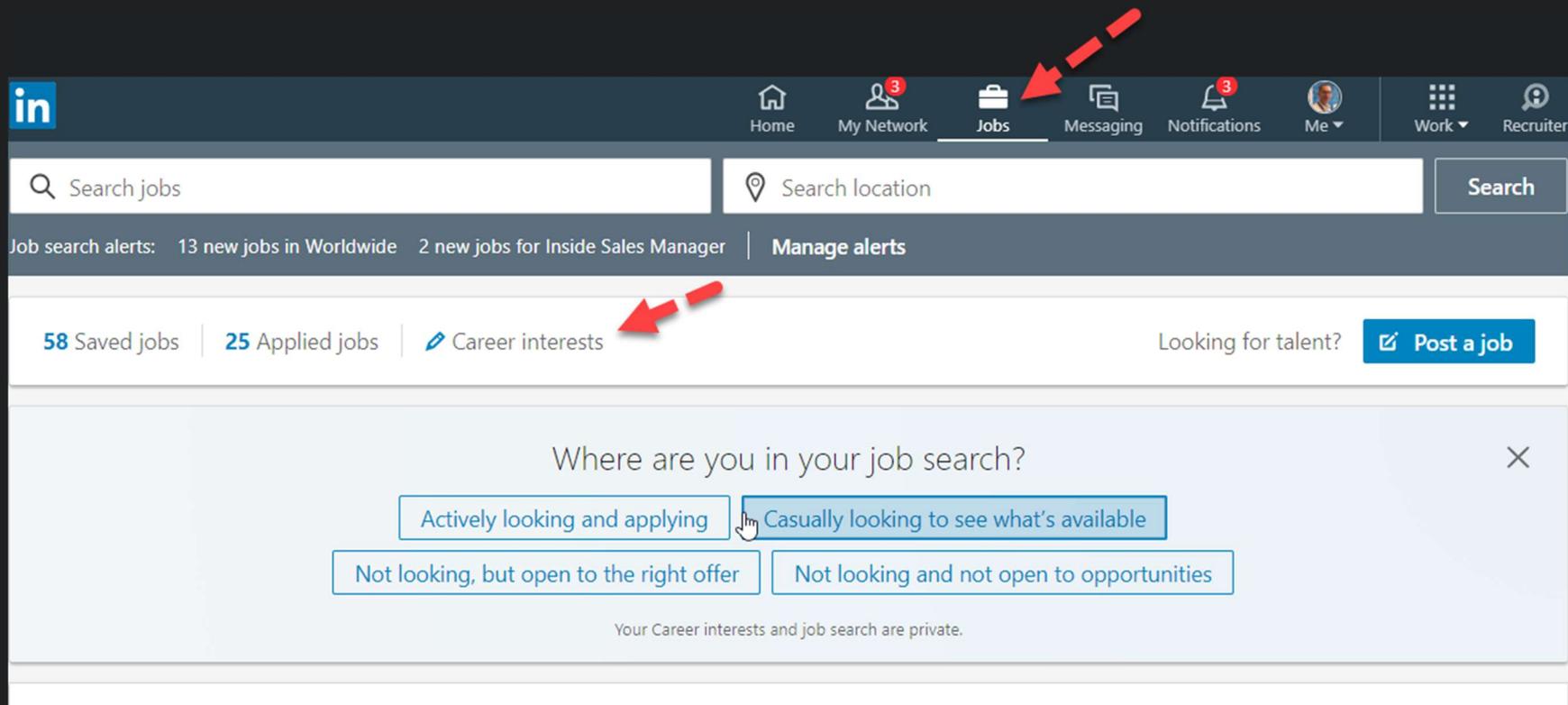
The main content area features a blue banner with the text "Never miss an opportunity at Accenture. Create a job alert to get notified when jobs matching your skills are posted." A red box highlights the "Create job alert" button. Below this is a search bar with the text "Accenture has 22,225 job openings - find the one for you." and a "Search" button.

The "Recommended jobs for you" section is based on profile information and lists three job openings:

- Digital Banking Manager - Management Consulting - Accenture
- Sales Director - Digital Marketing - Programmatic - Accenture
- Manufacturing Operations Industry X.0 Consulting Manager - Accenture

Jobs on LinkedIn

Personalise your job settings

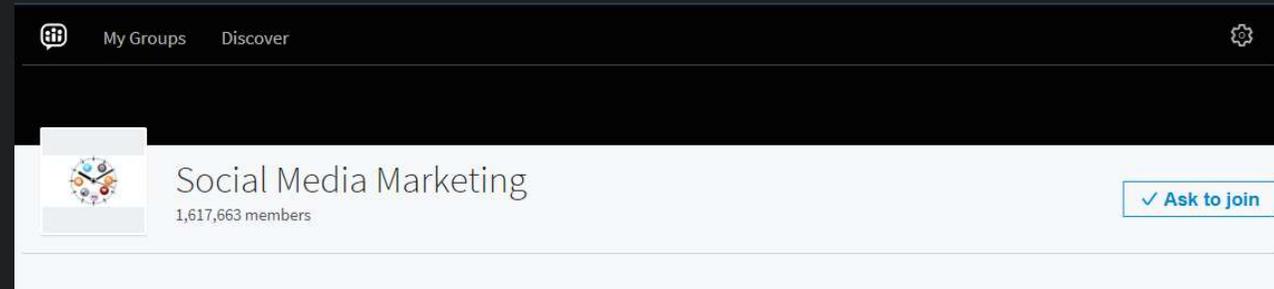


Your Profile is critical for quality matching – again, think **Keywords**.



Find and join Groups

Participate in discussions related to your industry



Joining Groups can help with insights and networking. When you share a Group with someone, they are considered “in your network” even if not a 1st/2nd/3rd degree connection.



Access LinkedIn Online Learning

Develop the skills you need to
reach your career goals

The screenshot shows the LinkedIn Learning interface. At the top, there's a navigation bar with the LinkedIn logo, the word "LEARNING", a search bar for skills, subjects, or software, and a "Start free trial" button. Below this is a promotional banner: "Join free for 1-month and learn the most in-demand business, tech and creative skills." with a "Start my free month" button. The main content area features a personalized greeting: "Good Morning, Zinzan. Let's learn something new today!" followed by a section "Skills I'm interested in:" with an "Add skills" button. The "Recommended for you" section displays four course cards:

Course Title	Instructor	Viewers
Google Analytics Essential Training	By: Brad Batesole	95,270 viewers
OneDrive for Business Essential Training	By: Jess Stratton	7,086 viewers
Gary Hamel on Busting Bureaucracy	By: Gary Hamel	13,030 viewers
SEO Fundamentals	By: David Booth	115,919 viewers

At the bottom of the course cards, there is a "Show more" link with a downward arrow.

LinkedIn Learning

Learn the skills you need to succeed

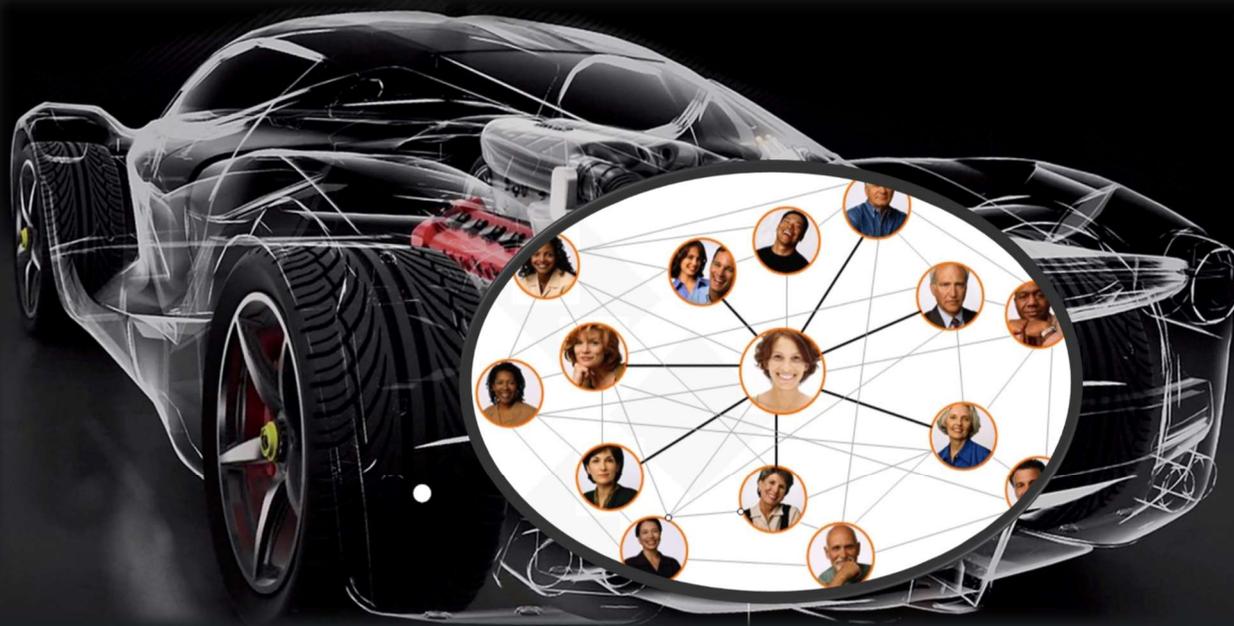
The screenshot displays the LinkedIn Learning homepage. At the top, there is a navigation bar with the LinkedIn logo, the word "LEARNING", a search bar for skills, subjects, or software, a user profile icon labeled "Me", and a "Start free trial" button. Below this is a blue banner with the text "Join free for 1-month and learn the most in-demand business, tech and creative skills." and a "Start my free month" button. A personalized greeting follows: "Good Morning, Zinzan. Let's learn something new today!". Below the greeting is a section for "Skills I'm interested in:" with an "Add skills" button. The main content area is titled "Recommended for you" and features four course cards:

- Google Analytics Essential Training** by Brad Batesole, 95,270 viewers.
- OneDrive for Business Essential Training** by Jess Stratton, 7,086 viewers.
- Gary Hamel on Busting Bureaucracy** by Gary Hamel, 13,030 viewers.
- SEO Fundamentals** by David Booth, 115,919 viewers.

At the bottom of the course list is a "Show more" link. On the right side, there is a sidebar titled "Visit more LinkedIn Products" with a grid of icons: Learning (highlighted with a red box), Post a job, Advertise, Groups, ProFinder, Salary, Lookup, and Slideshare. Below this is a section for "LinkedIn's business services". At the top right of the sidebar, there is a "Work" dropdown menu (also highlighted with a red box) and a notification bell icon with a red "2" badge.

Page

Your network is your engine – Your content is your fuel



You're closer than you think



Find out more:

students.linkedin.com/uk

www.linkedin.com/help/linkedin

Questions?

