

# LinkedIn

## Workshop OVS



Dylan de Jong





## What we will cover in this workshop

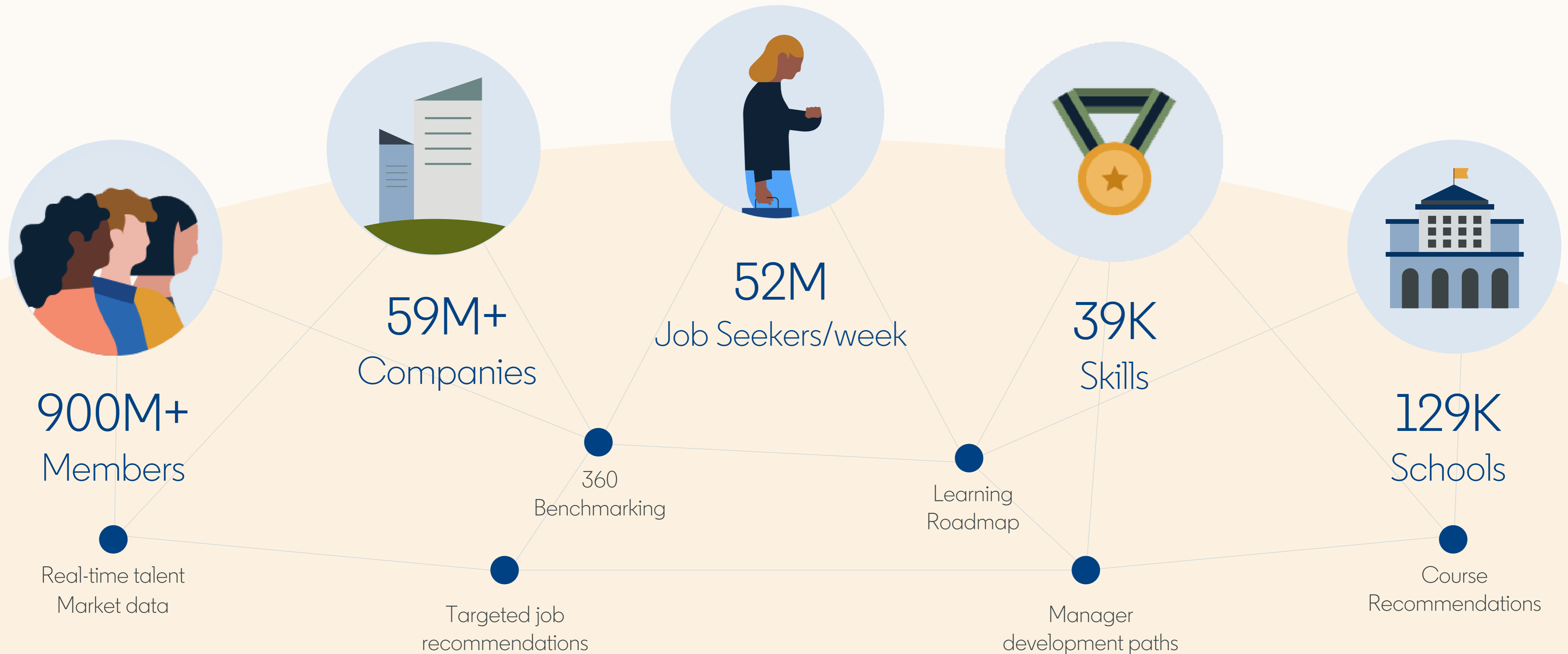
- 1 Introduction: What is LinkedIn?
- 2 Building a profile
- 3 Grow your connections
- 4 LinkedIn Learning
- 5 LinkedIn Sales navigator

01

# LinkedIn Overview



# 3 members are signing up every second



# 950+ million members in 200 countries and regions worldwide



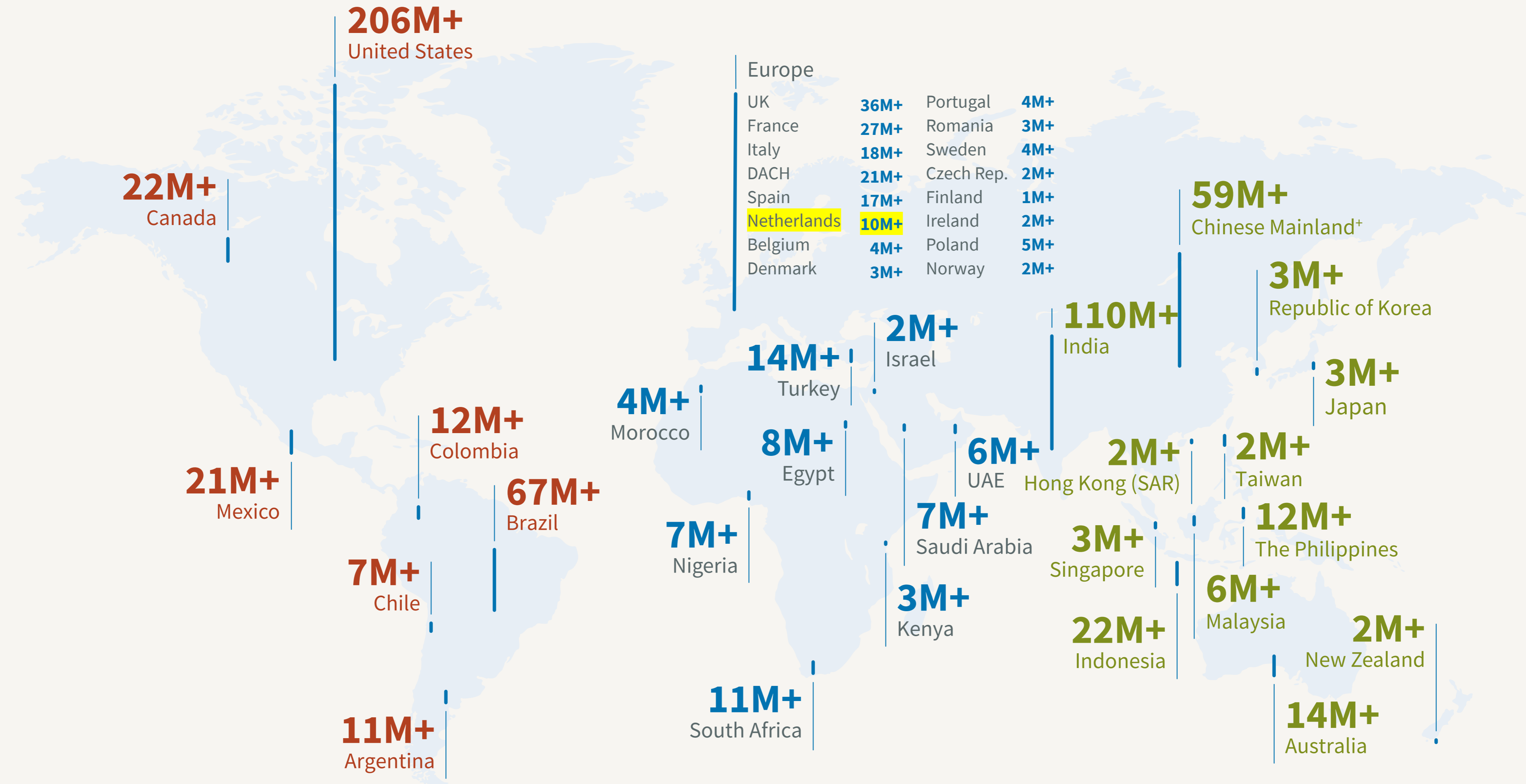
+3 new members per second



+77% of our members are outside of the US



26 languages available on LinkedIn



# Relationships create opportunity for members and customers



Members

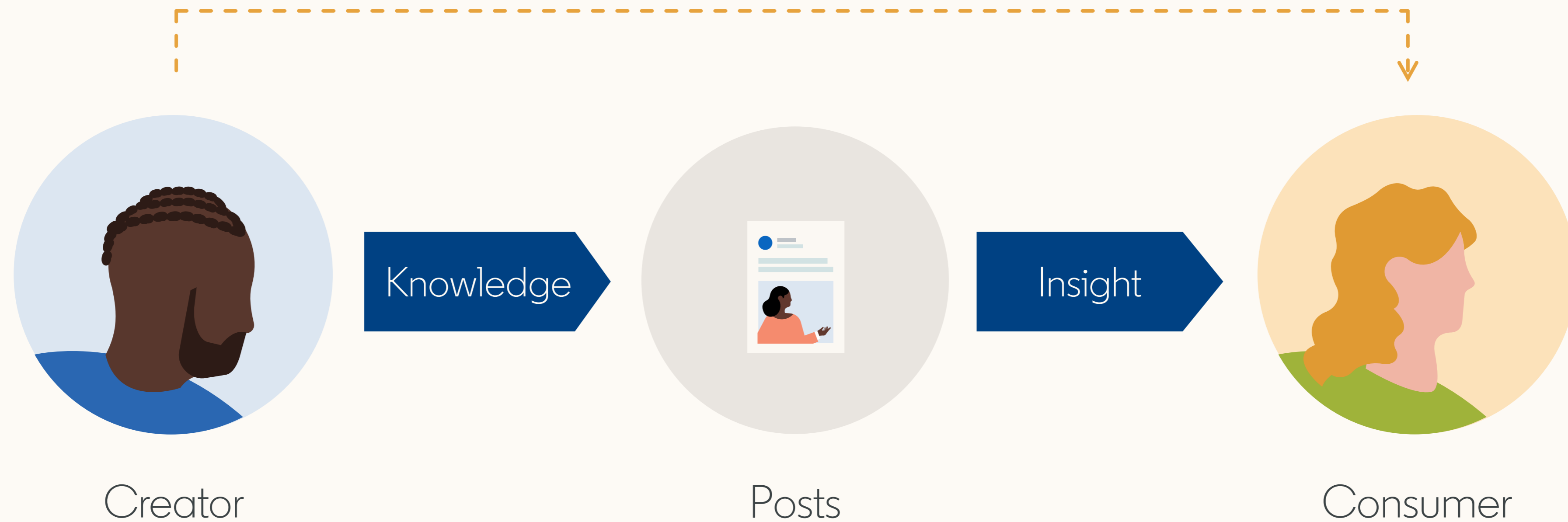
Grow my career



Businesses

Grow my business

# Members



example

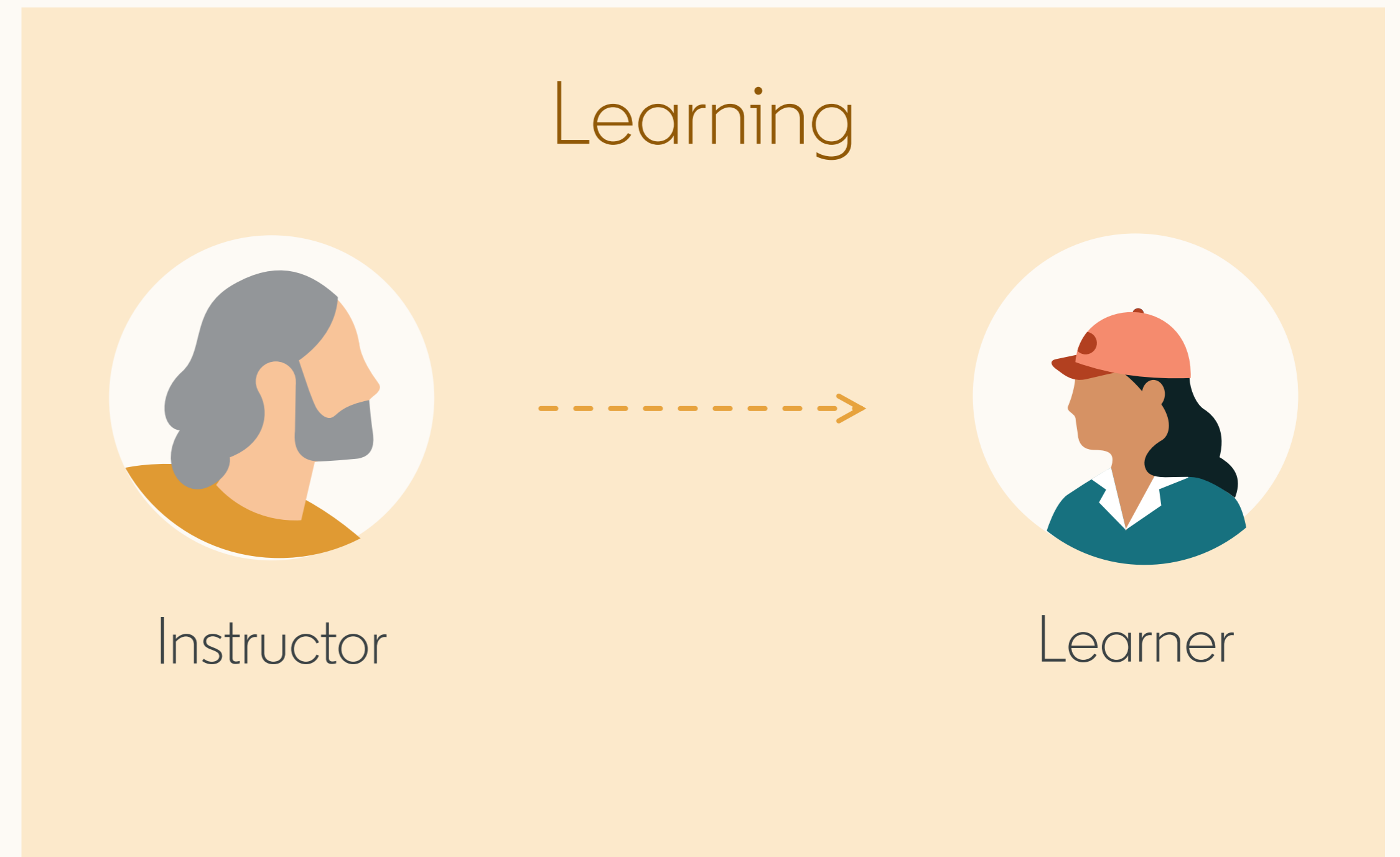
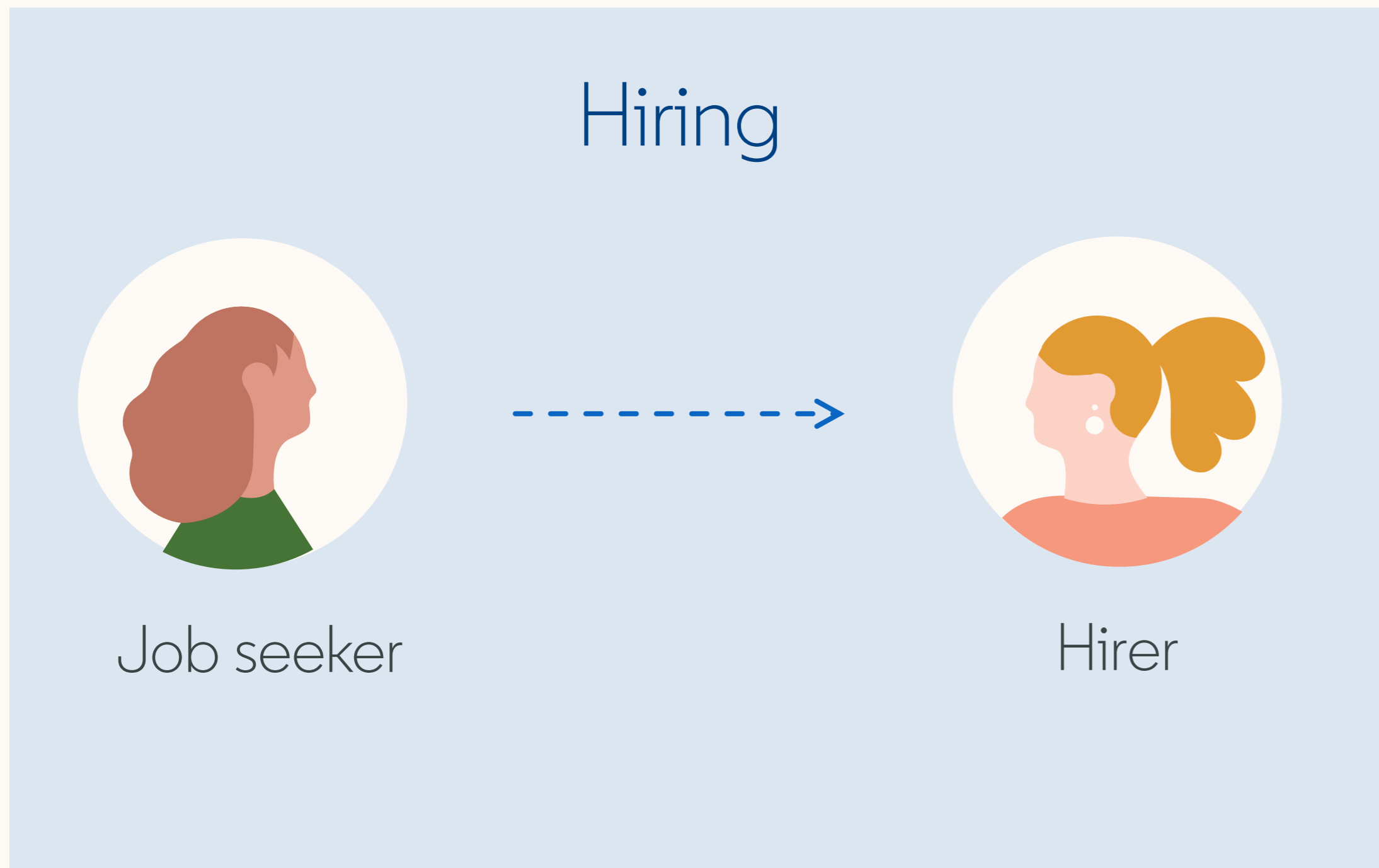
# Business 2 Business & Business 2 Customers



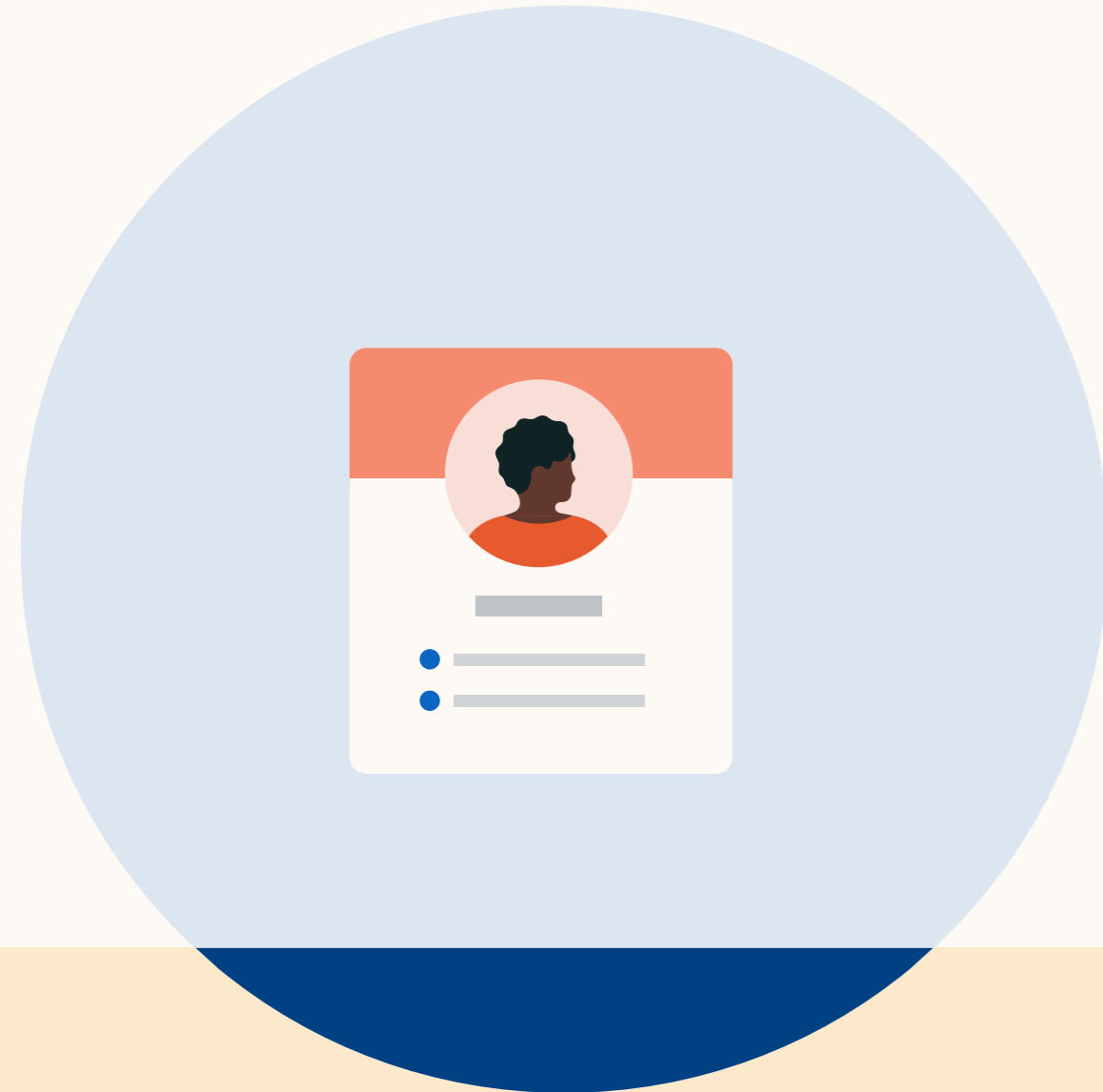
example



# Talent



# Global impact of LinkedIn's ecosystem



## Member growth

3 new members  
per second



## Hiring impact

8 Hires per minute



## Skills developed

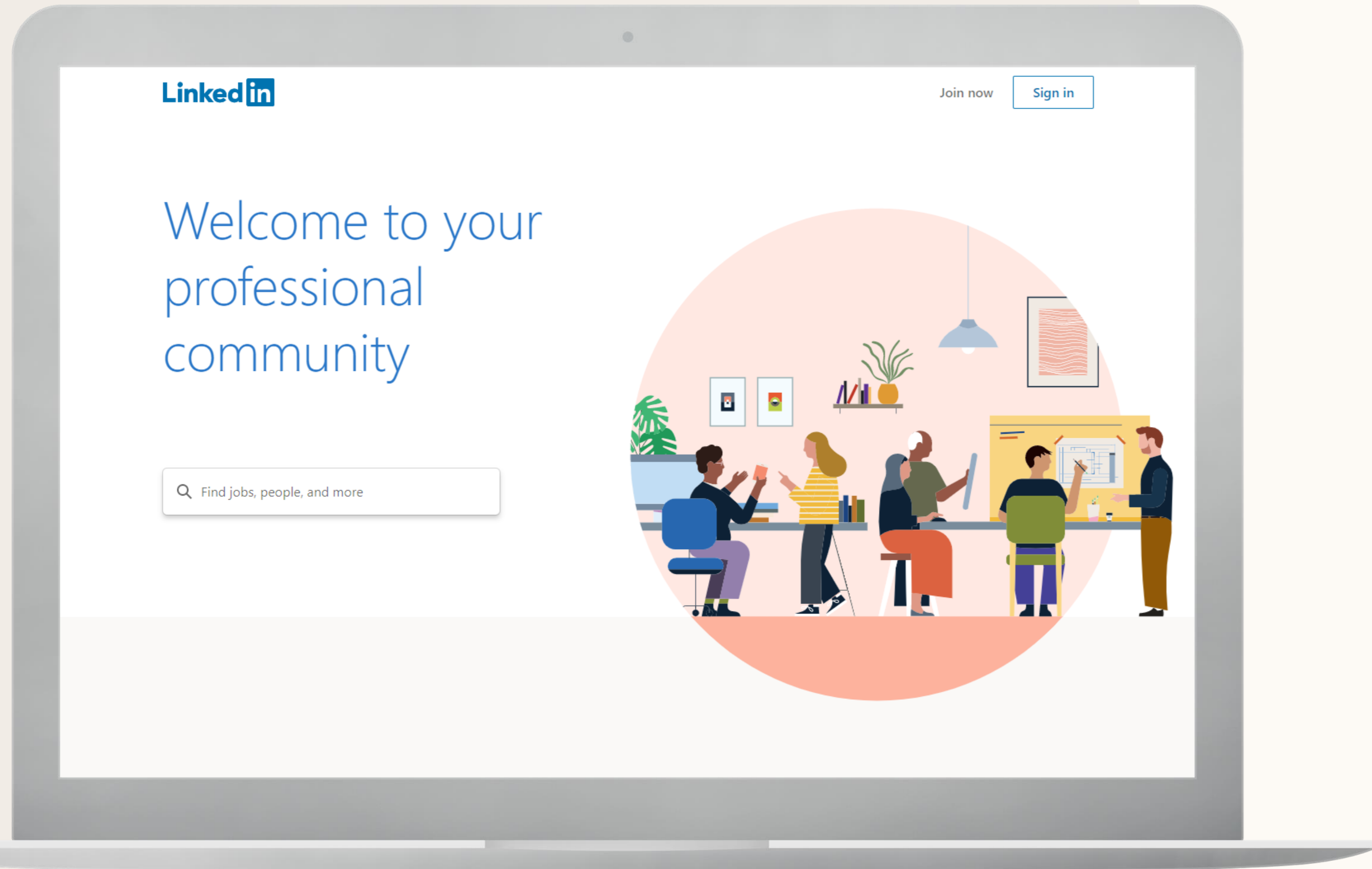
900k learners  
per week

# Build your LinkedIn profile

1. Set up your account
2. Profile vs. resume
3. Take a great photo
4. Edit your profile
5. Add your Career Break



Build your LinkedIn profile



# Set up your account

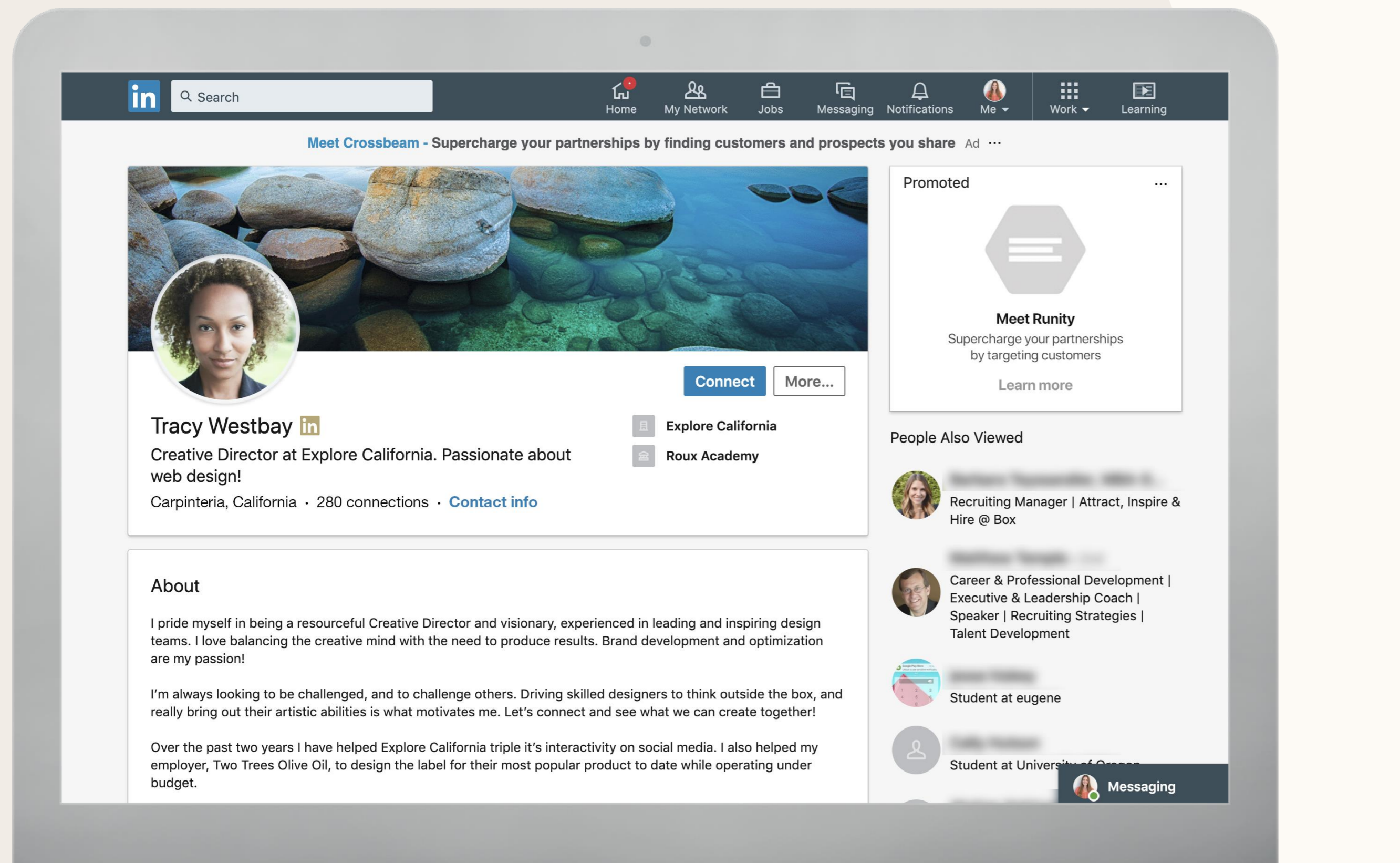
Visit [LinkedIn.com](https://www.linkedin.com) on a desktop computer, or download the mobile app.



# Profile vs. resume

There are big differences between your LinkedIn profile and your resume. For example, your LinkedIn profile:

- ✓ Speaks to all potential employers, not just a single one
- ✓ Goes into more detail with skills, projects, interests, certifications, and more
- ✓ Allows other professionals and employers to interact, learn, and contact you
- ✓ Contains recommendations and endorsements



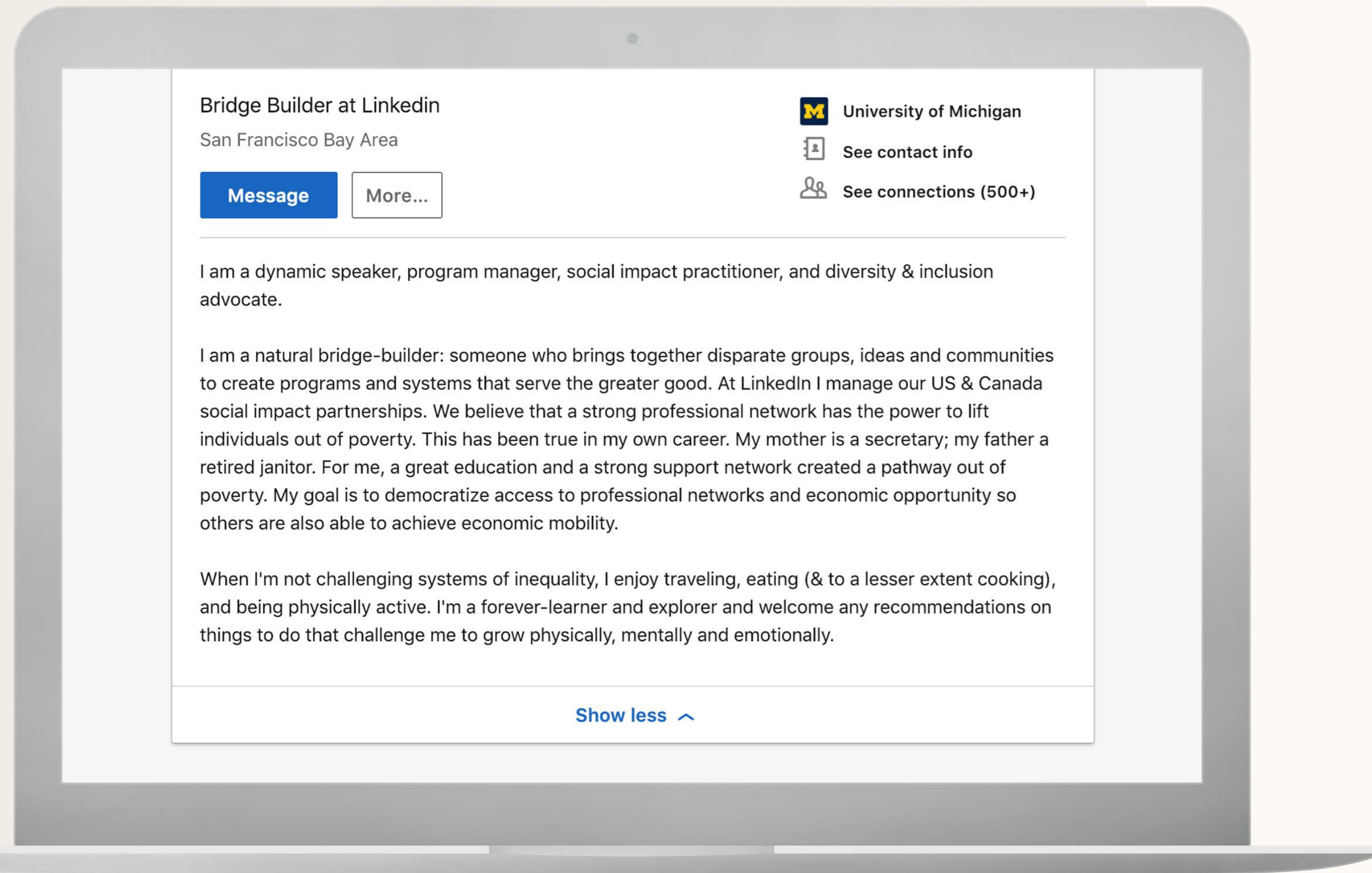


# Take a great photo

Members with profile photos receive up to **21x** more views and **9x** more connection requests

- ✓ Use a background that isn't distracting
- ✓ Smile and have friendly expression
- ✓ Make sure your face takes up a majority of the frame

# Edit your profile: Summary



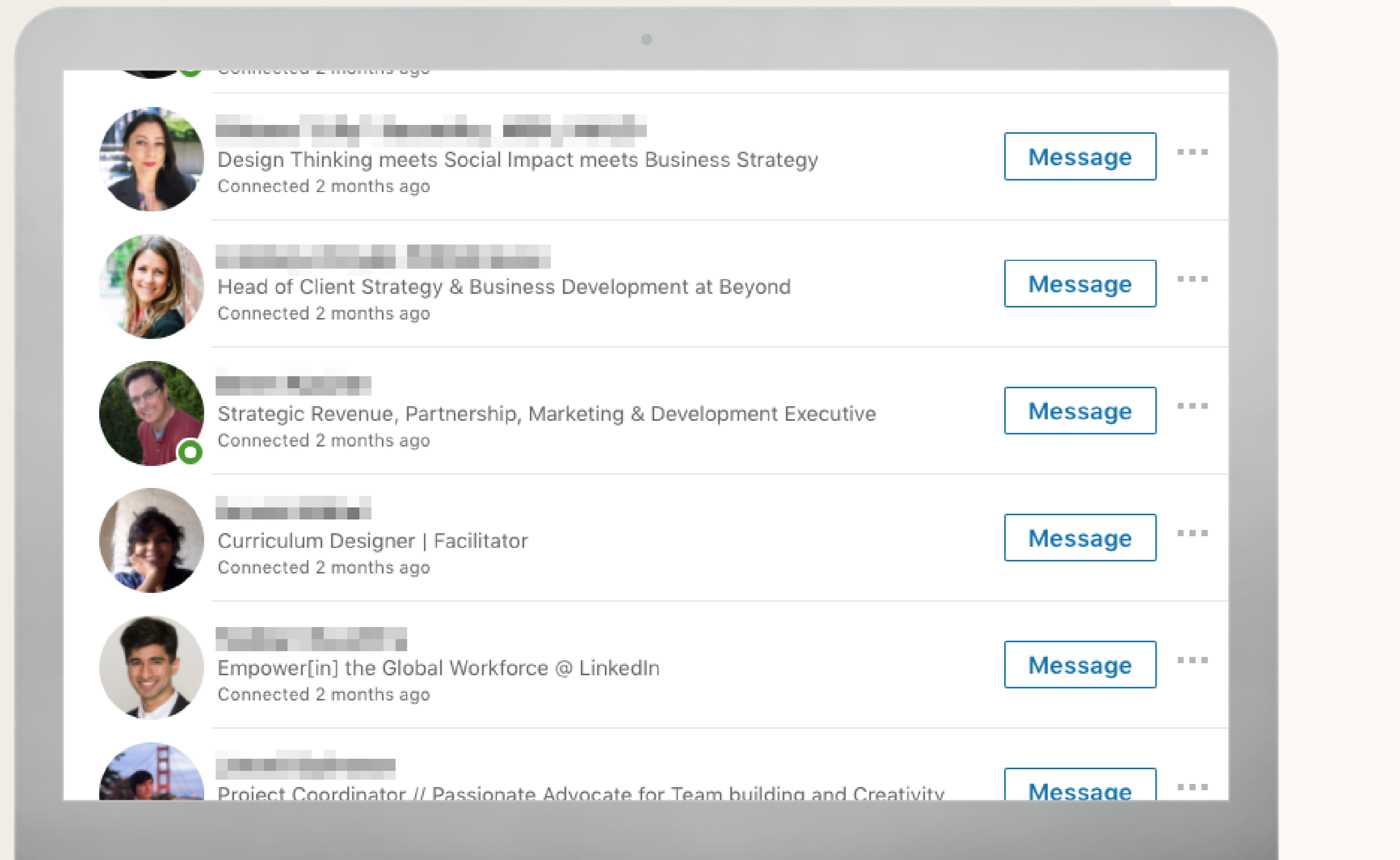
Your summary is the best place for you to communicate your professional brand and put your own spin on your experience. Here's an easy formula we recommend:

- ✓ 1-2 sentences about who you are
- ✓ 3-5 sentences about your experience, top skills and key passions
- ✓ 1-2 sentences about your future goals and how other members can engage with you



*Make sure to include a summary of at least 40 words to show up in the search results of other members.*

# Edit your profile: Headline



Your headline is an opportunity to show **what you are – not just what you do.**

When writing your headline, ask yourself:

- ✓ If this is the only thing someone sees, what does it say about me?
- ✓ Does this represent **my professional brand** and show why I am unique?
- ✓ Does it capture what a recruiter or job searcher would care about?



# Build your Business Profile



## Three brand dimensions

In an increasingly complex operating environment, organizations need a more unified approach to brand. LinkedIn is unique in that the three dimensions of a brand co-exist and complement each other on the platform.





Prospects - Sales Funnel



Awareness



Consideration



Conversion

Enjoyable, helpful content that showcases the brand and thought leadership

Helpful, engaging content that demonstrates trust and credibility

Specific content that demonstrates whether and how the audience should connect with your brand



Candidate - Hiring Funnel



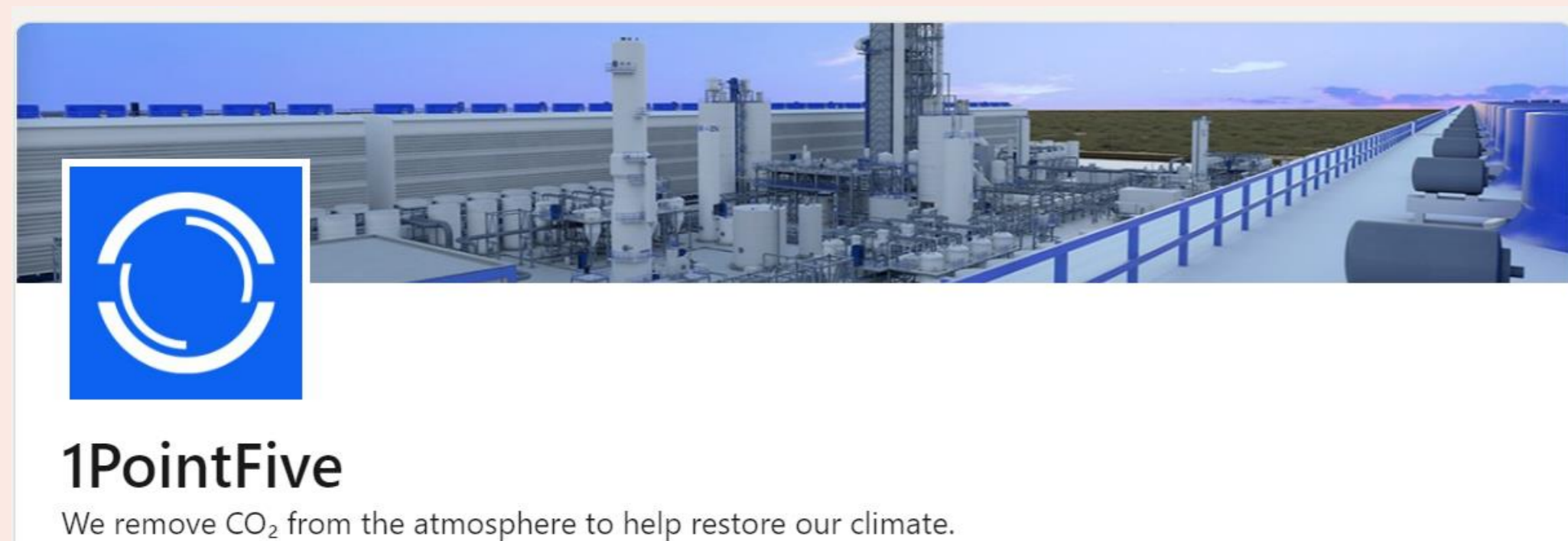
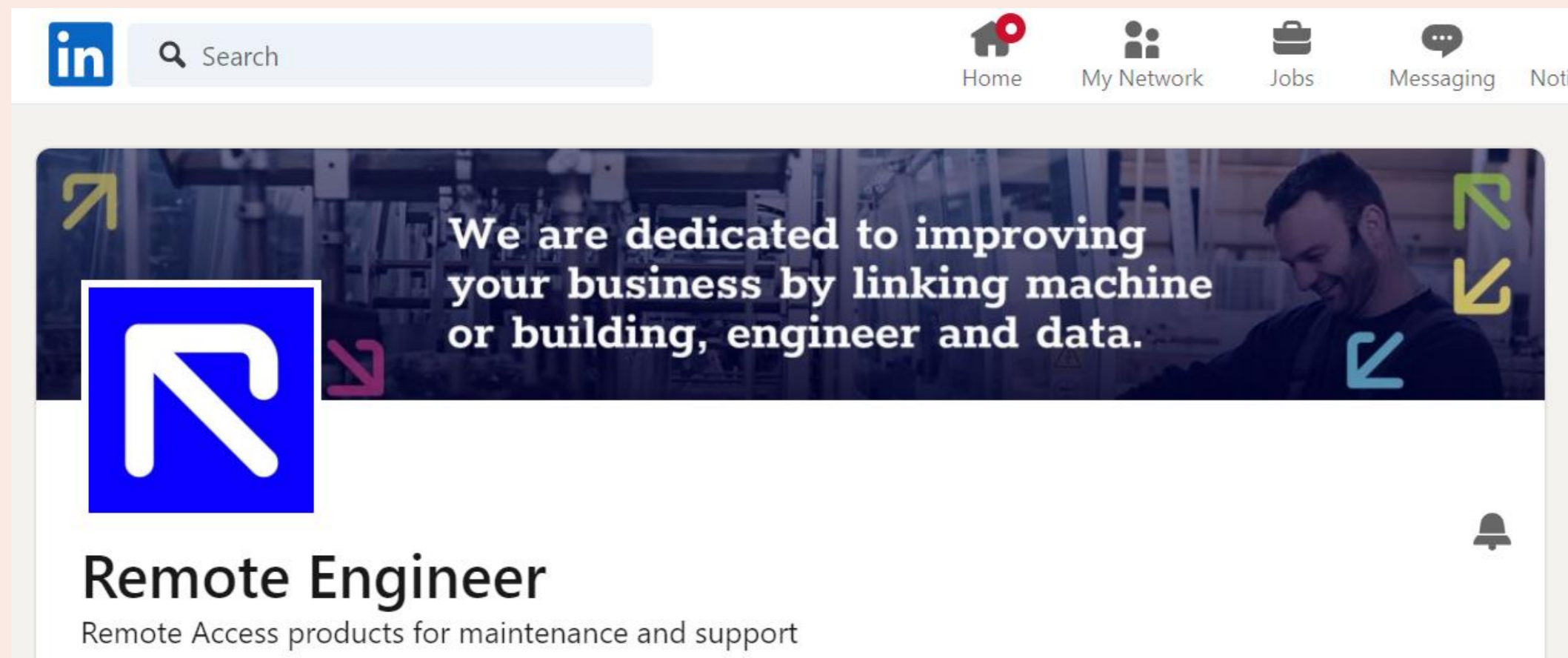
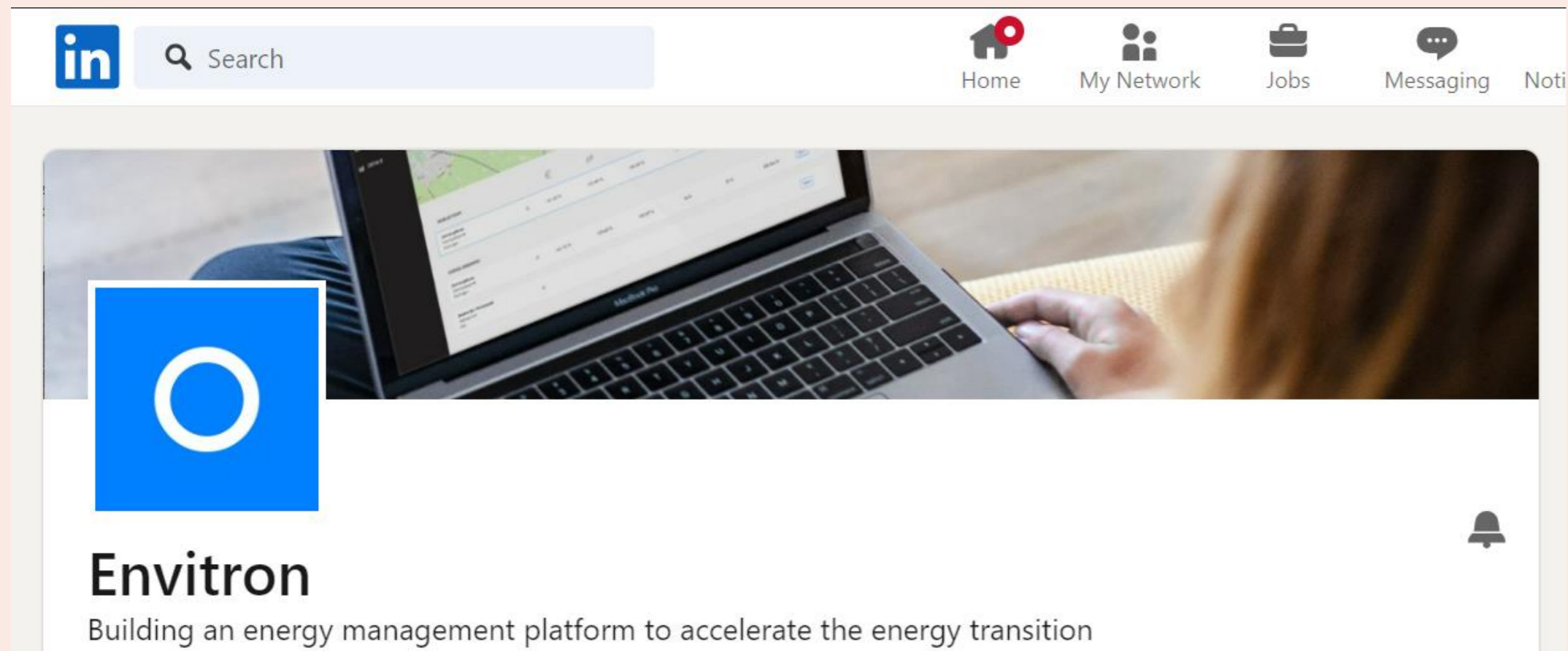
Awareness



Consideration

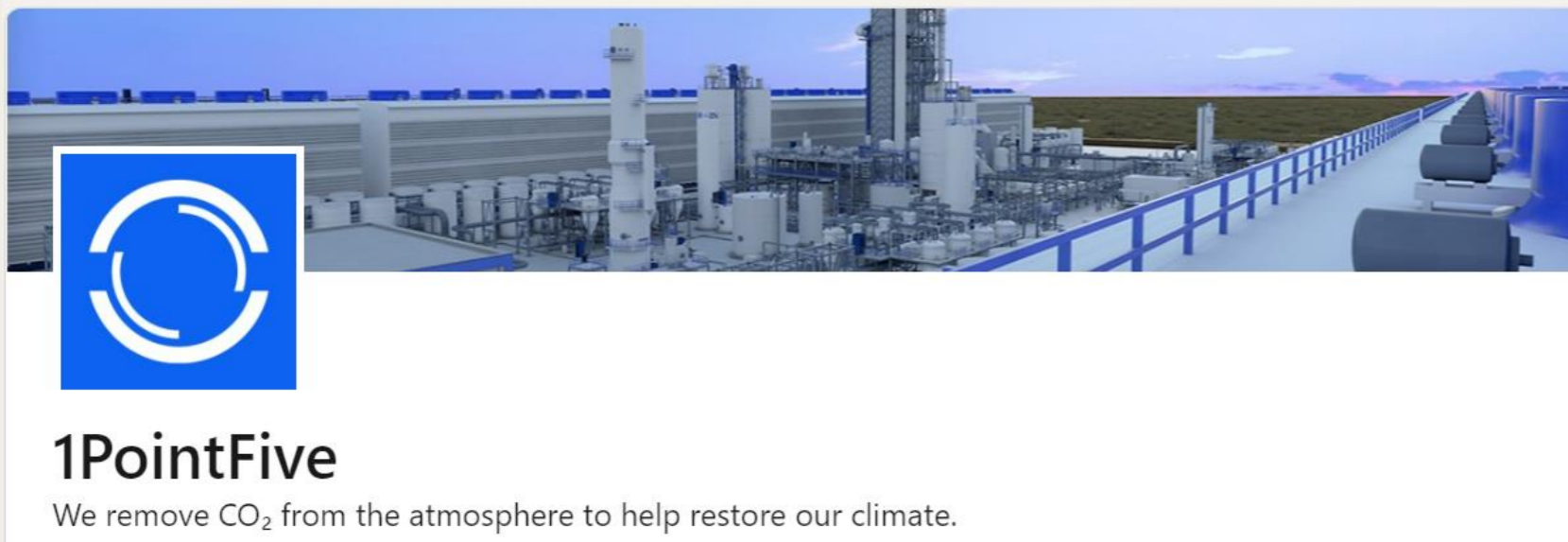


Conversion



# Catchy landing page

- ✓ Your logo is popping out
- ✓ Have a customized banner
- ✓ Mission statement / concrete & value add



# Business profile: Summary

## Overview

1PointFive was formed to curb the rise in global temperatures by commercializing Carbon Engineering's Direct Air Capture facilities at an industrial-scale.

This means jumpstarting the growth of the Direct Air Capture industry, as well as a carbon-to-value economy, in which CO<sub>2</sub> is captured for sequestration or utilized as a valuable resource for generating carbon-neutral fuels, plastics and more.

We are leading an initiative to make DAC essential infrastructure that works alongside other innovations in carbon capture, energy efficiency and carbon utilization as a scalable and cost-effective method for climate stabilization.

## Industry

Environmental Services

## Company size

11-50 employees

17 associated members 

## Specialties

Direct Air Capture, Carbon Removal, Carbon Storage, and Carbon Utilization

Your summary is the best place for you to communicate your professional brand and put your own spin on your experience. Here's an easy formula we recommend:

- ✓ 1-2 company history, why did you start it
- ✓ 3-5 sentences your value add
- ✓ 1-2 sentences your unique selling point and goal that connects with customer demand



*Make sure to include a summary of at least 40 words to show up in the search results of other members.*



# Business profile: Summary

## Overview

Industrieel abseiltechnieken, ook wel Rope Access genoemd, wordt gebruikt voor onderhoud -en inspectiewerkzaamheden op hoogte, boven water of andere moeilijk bereikbare werkplekken. Het inzetten van een kraan, steiger of hoogwerker is vaak kostbaar en tijdrovend, wij kunnen snel en efficiënt op elke werklocatie alle onderhoudswerkzaamheden voor u verrichten.

A.T.I Abseiltechnieken heeft door de jaren heen een indrukwekkende staat van dienst opgebouwd in Rope Access werkzaamheden. Met een groot bestand aan ervaren monteurs kunnen wij elk project snel en efficiënt voor u uitvoeren. Wij werken uitsluitend met gecertificeerde monteurs, klimmaterialen en gereedschappen. Benieuwd wat wij voor u kunnen betekenen? Neem dan contact met ons op voor een vrijblijvend adviesgesprek. A.T.I staat altijd voor u klaar.

Voordelen Rope Acces technieken:

- Kostenbesparend, vaak voordeliger dan huidige hoogwerk methodes
- Tijdbesparend, snel aanwezig op elke werkplek
- Geen administratieve vergunningen vereist
- Efficiënt, meestal geen hinder voor lopende bedrijfsprocessen en omgeving
- Veilig, Rope acces is de meest veilige manier voor het werken op hoogtes
- Meerdere vakdisciplines, onze monteurs zijn op meerdere vakgebieden inzetbaar.
- Milieuvriendelijk, besparing van energieverbruik door o.a. kranen.

Your summary is the best place for you to communicate your professional brand and put your own spin on your experience. Here's an easy formula we recommend:

- ✓ 1-2 company history, why did you start it
- ✓ 3-5 sentences your value add
- 1-2 sentences your unique selling point and
- ✓ goal that connects with customer demand



*GO DO: Add a Brand Origin Story*

# Business profile: Summary

- ✓ Motivate your co-workers to create a profile,
- ✓ Motivate your co-workers to post
- ✓ Motivate your co-workers



*Make sure to include a summary of at least 40 words to show up in the search results of other members.*

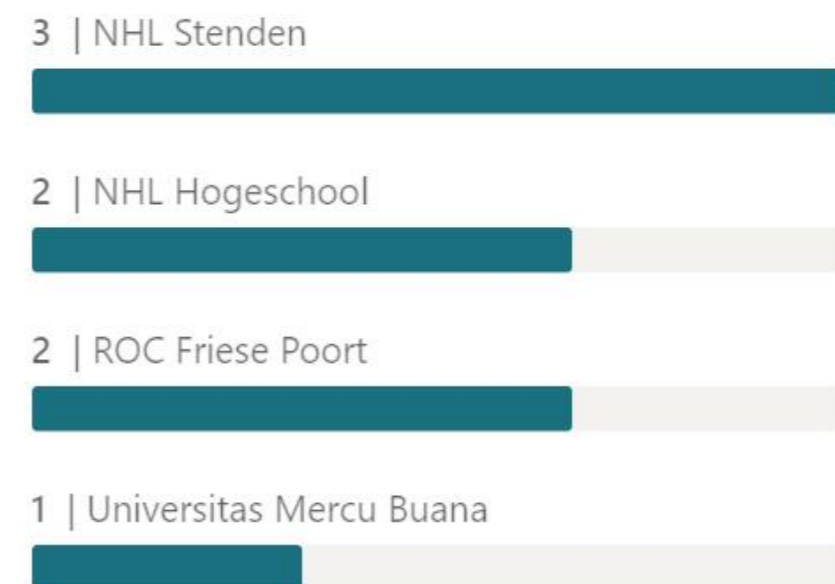
## 11 associated members

Search employees by title, keyword or school

### Where they live + Add



### Where they studied + Add



Show more

## People you may know



**Greyson Beimers** · 2nd  
Software Engineer



**Arnold Agema** · 1st  
Industry 4.0, VPN and network specialist at Remote Engineer



**Robert van der ...** · 1st  
Lead Engineer

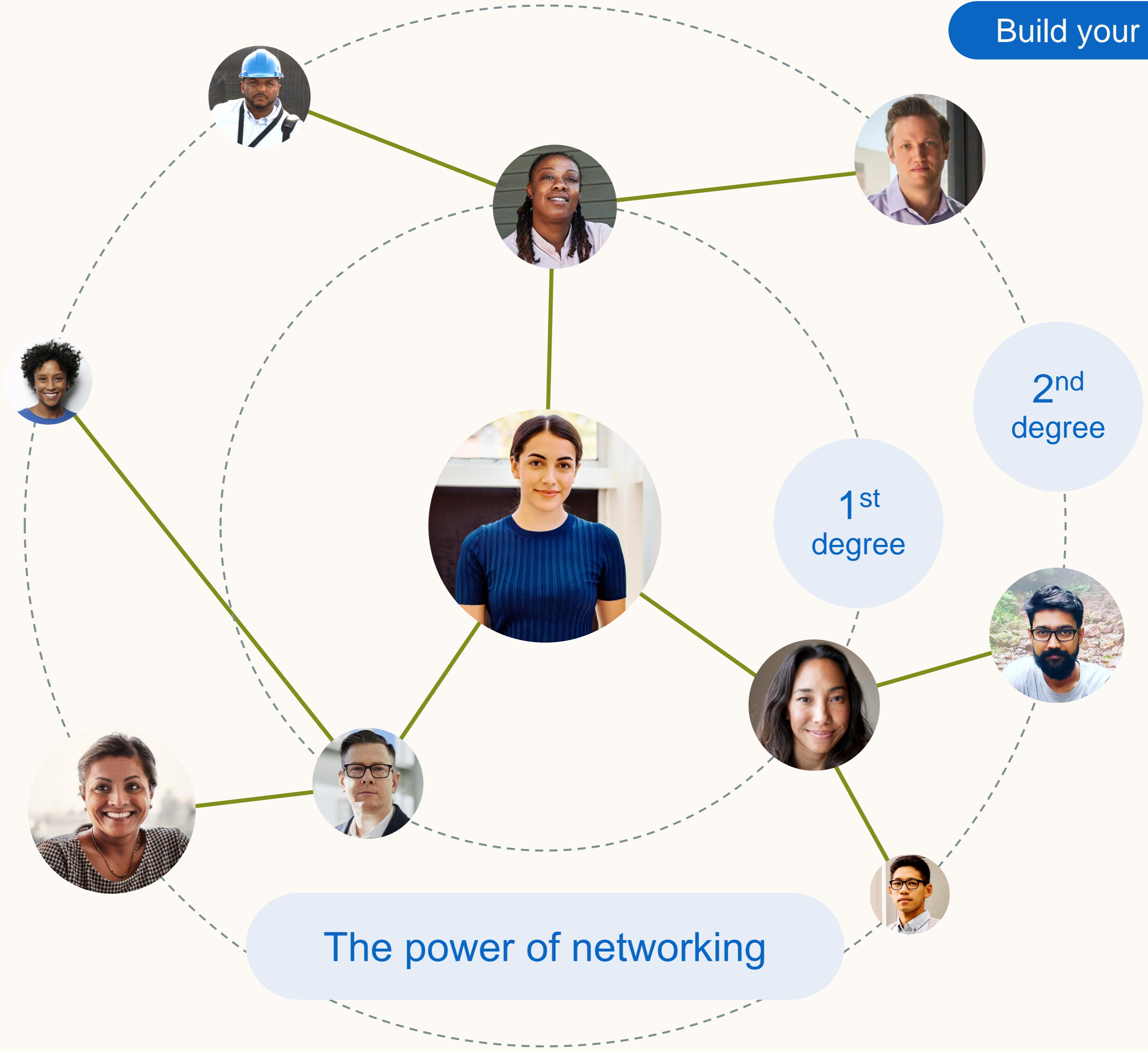
# Build your professional network





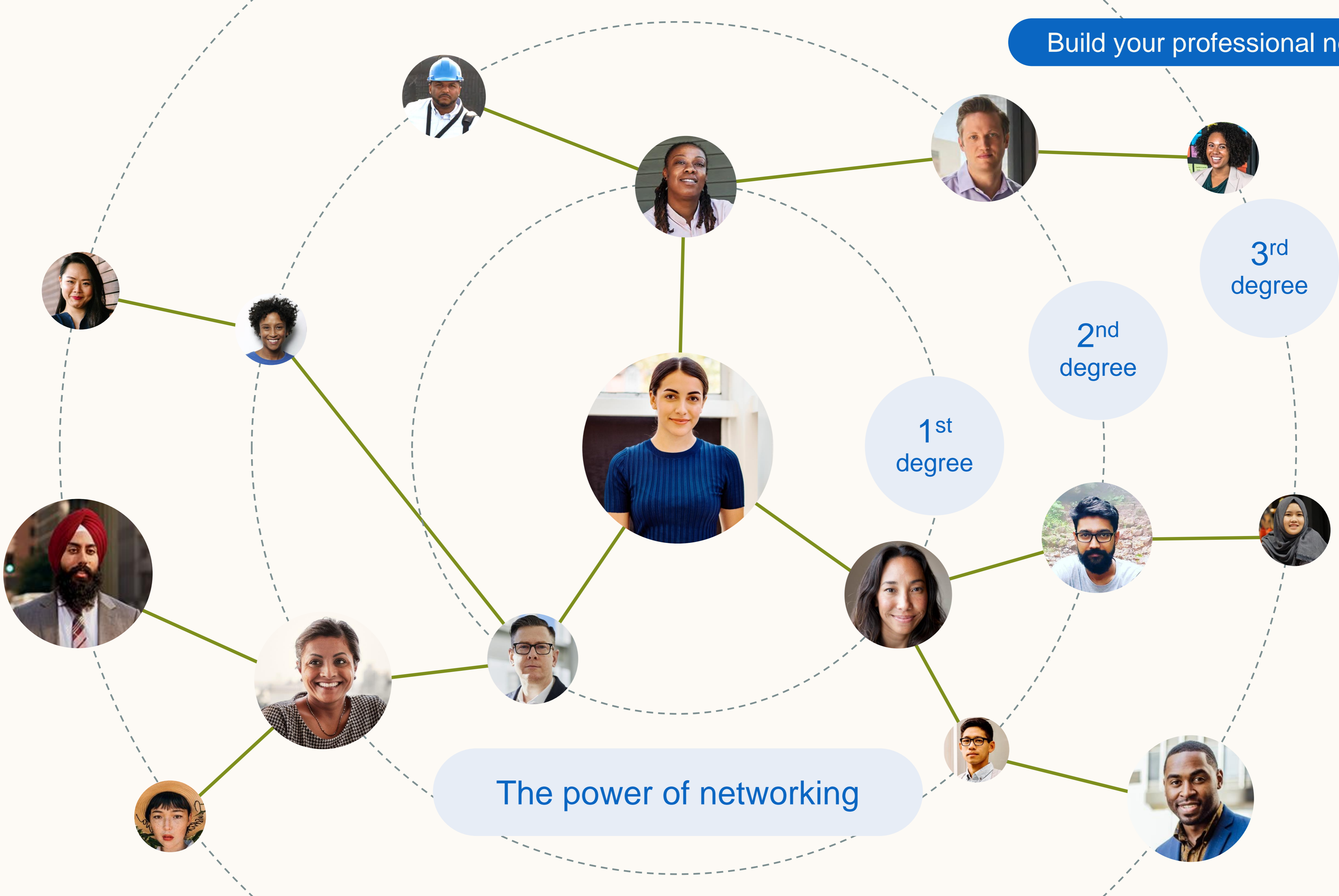


The power of networking



The power of networking

Build your professional network



3rd degree

2nd degree

1st degree

The power of networking

You can customize this invitation ✕

Include a personal message (optional):

Hi Dan,

I found your profile through our mutual connection, Rob. I am currently exploring career paths in the technology industry and admire your experience. I would love to join your network.

98



2<sup>nd</sup>  
degree

The power of networking

# Add value and engage with your network



**Invest** time and share your knowledge and what your company is doing. Read articles from others and respond



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



**Join groups** and exchange insights and grow your knowledge



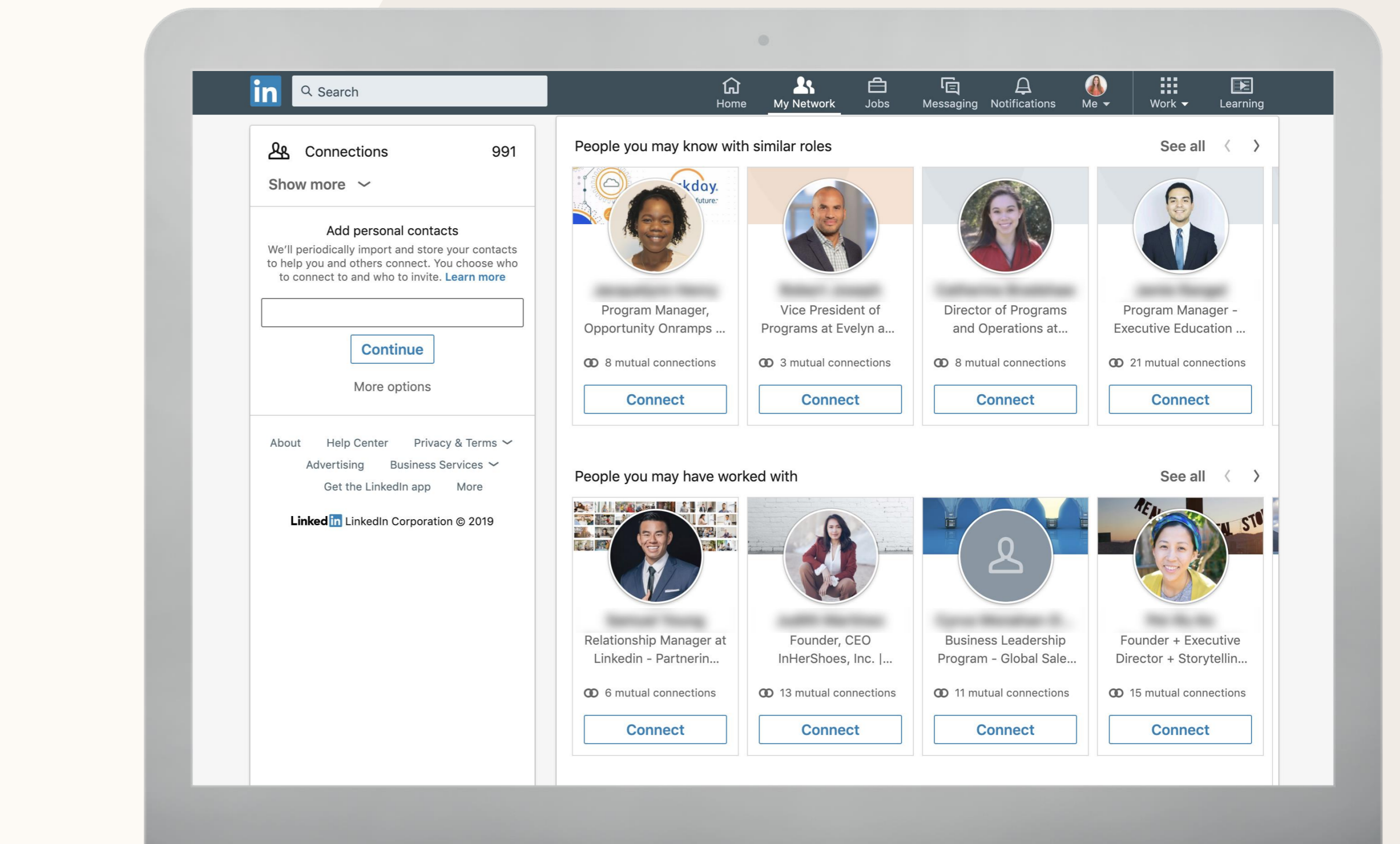
**Give** testimonials and recommendations to others

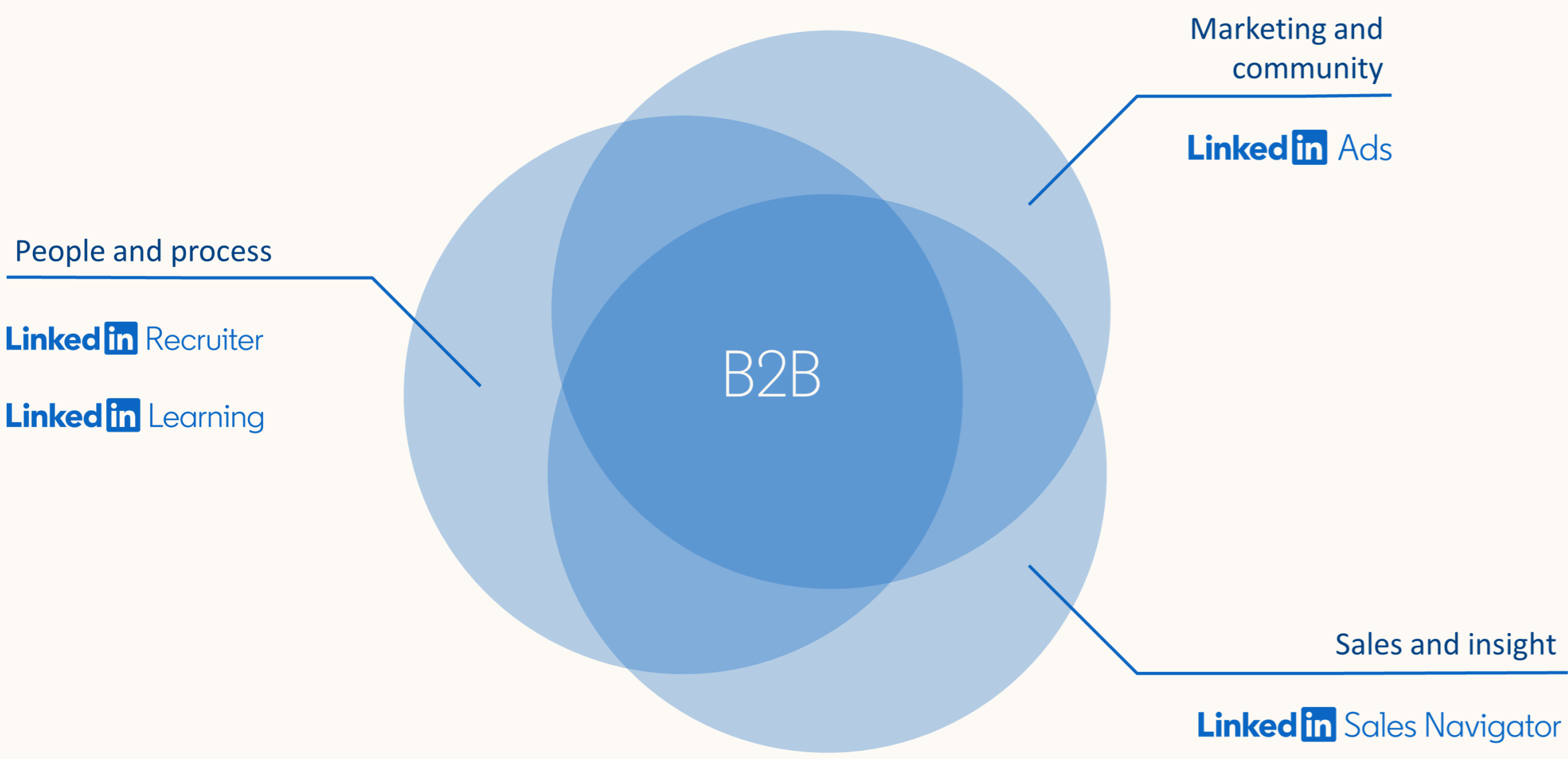
# Discover existing connections

Click “My Network” in the top navigation to find people you already know, including:

- ✓ Friends and family
- ✓ Current and former colleagues
- ✓ Current and former managers

Our “People you may know” feature improves over time as you build your network.





## Sales Navigator

Payed solution

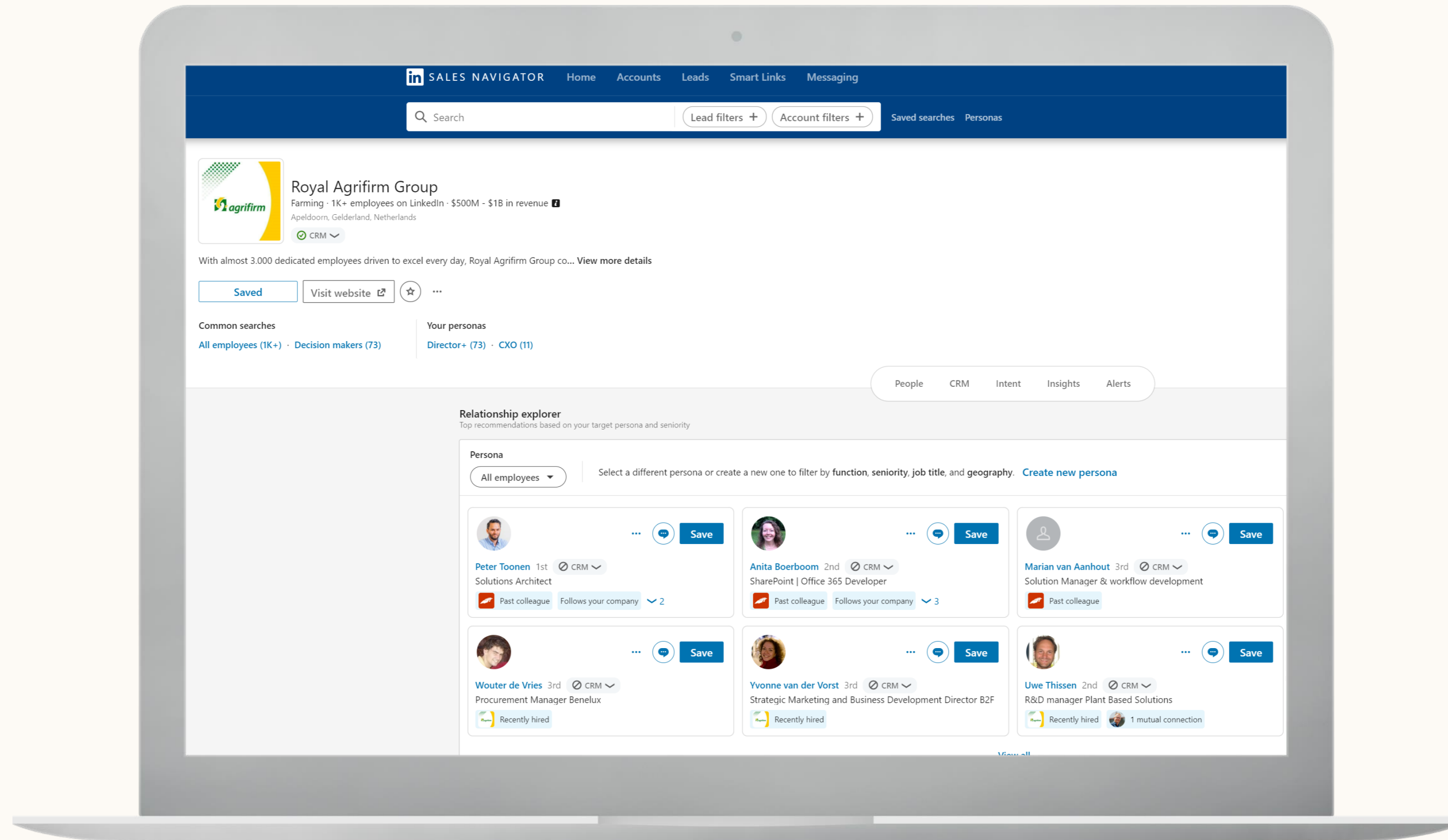


## LinkedIn learning

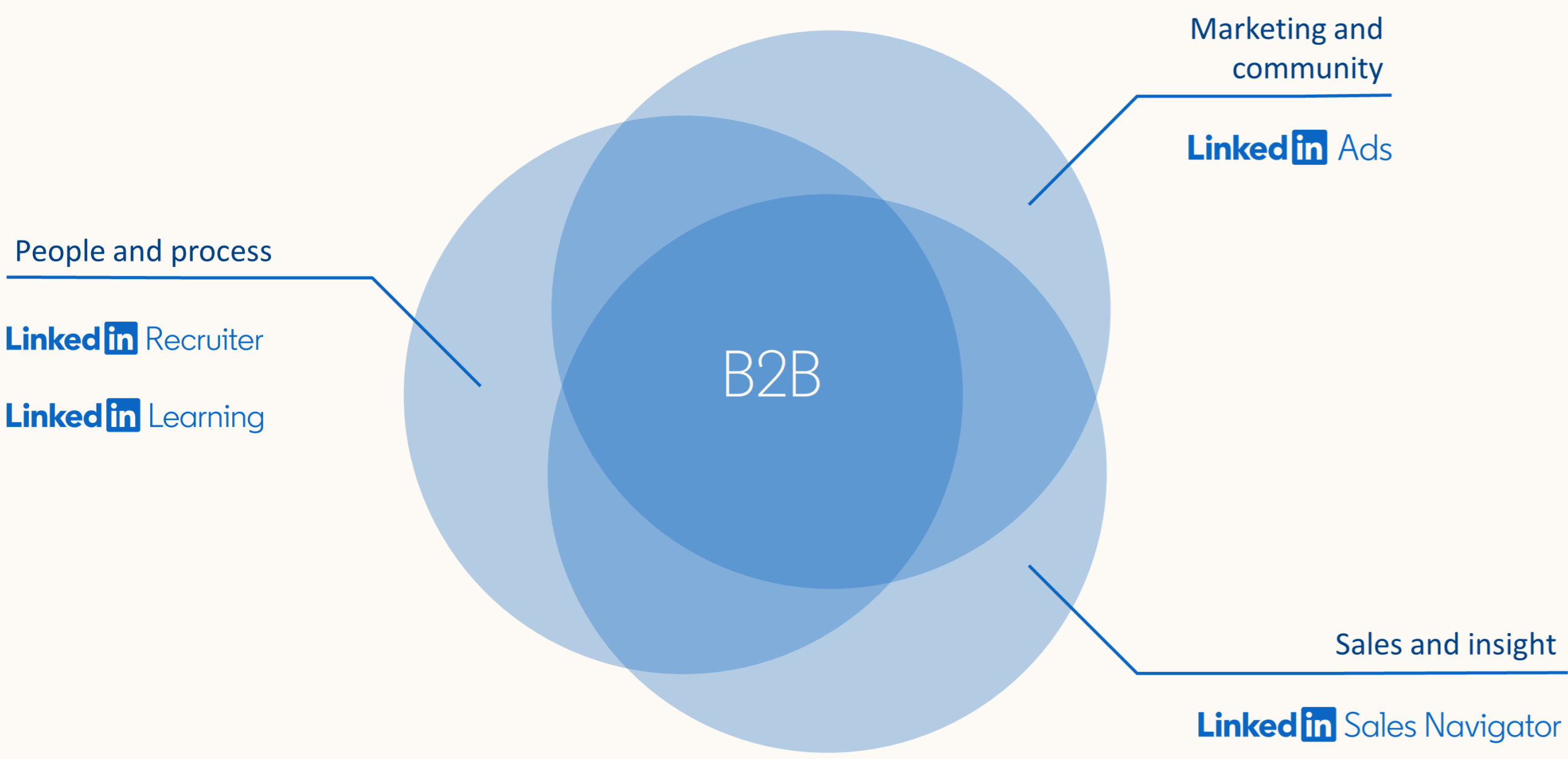
Connect with the right people to drive results



# DEMO







## Sales Navigator

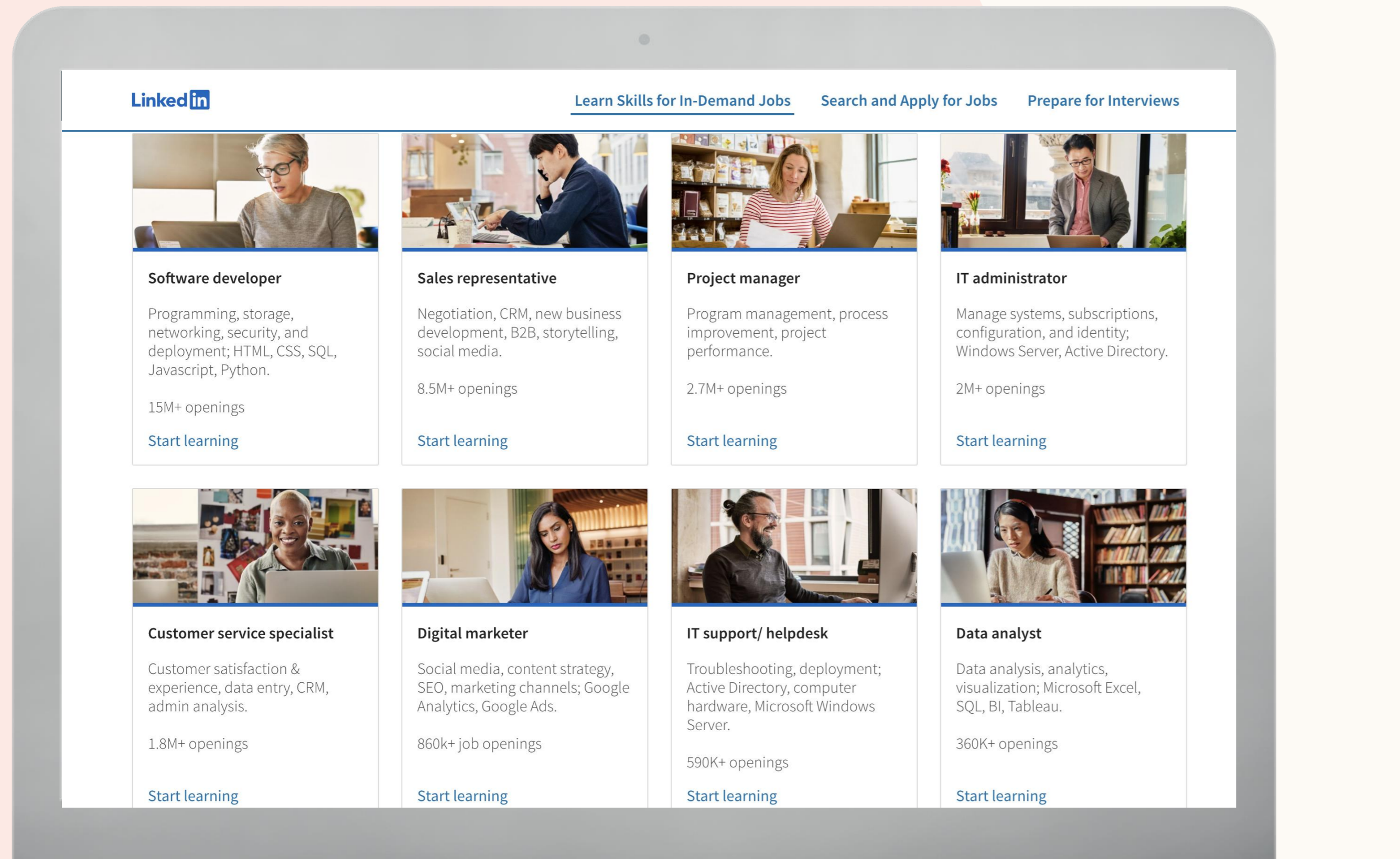
Payed solution



## LinkedIn learning

Connect with the right people to drive results



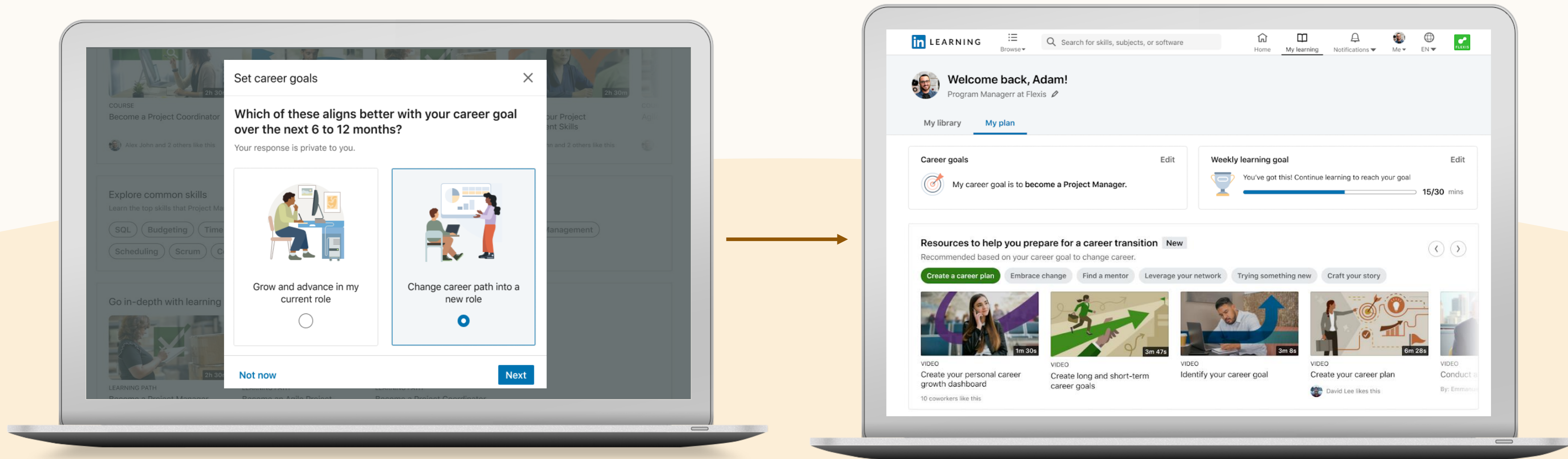


## Gain in-demand skills with LinkedIn Learning

Visit [opportunity.linkedin.com](https://opportunity.linkedin.com) to start developing your skills for free.

- We've identified 10 jobs that have the greatest number of job openings, steady growth over the last 4 years, pay a livable wage, and require skills that can be learned online.
- Learning paths teach skills for in-demand jobs including project manager, digital marketer, sales representative and more!

# After setting a career goal, learners will see new content within My Learning to empower them to achieve it.



Learners can pick between two career goals: grow in current role and change career paths. If they want to change paths, they will need to input the role name they want to transition to.

From there, they can click directly into relevant content, which will live in a new “My Plan” page on My Learning.

At launch, they will see a new module of career development content (ex/ create a career plan, find a mentor, etc.) based on their goal. In the future, this page will also house jobs at your company and Career Guides

## Project Manager

Explore foundational content and tools to help you understand, learn, and improve at the skills involved in this role. Connect with the professional community and explore opportunities to advance your career.

Where to get started

Opportunities at Flexis

### Where to get started

#### Go in-depth with learning paths



LEARNING PATH  
Become a Project Manager

Alex John and 2 others like this



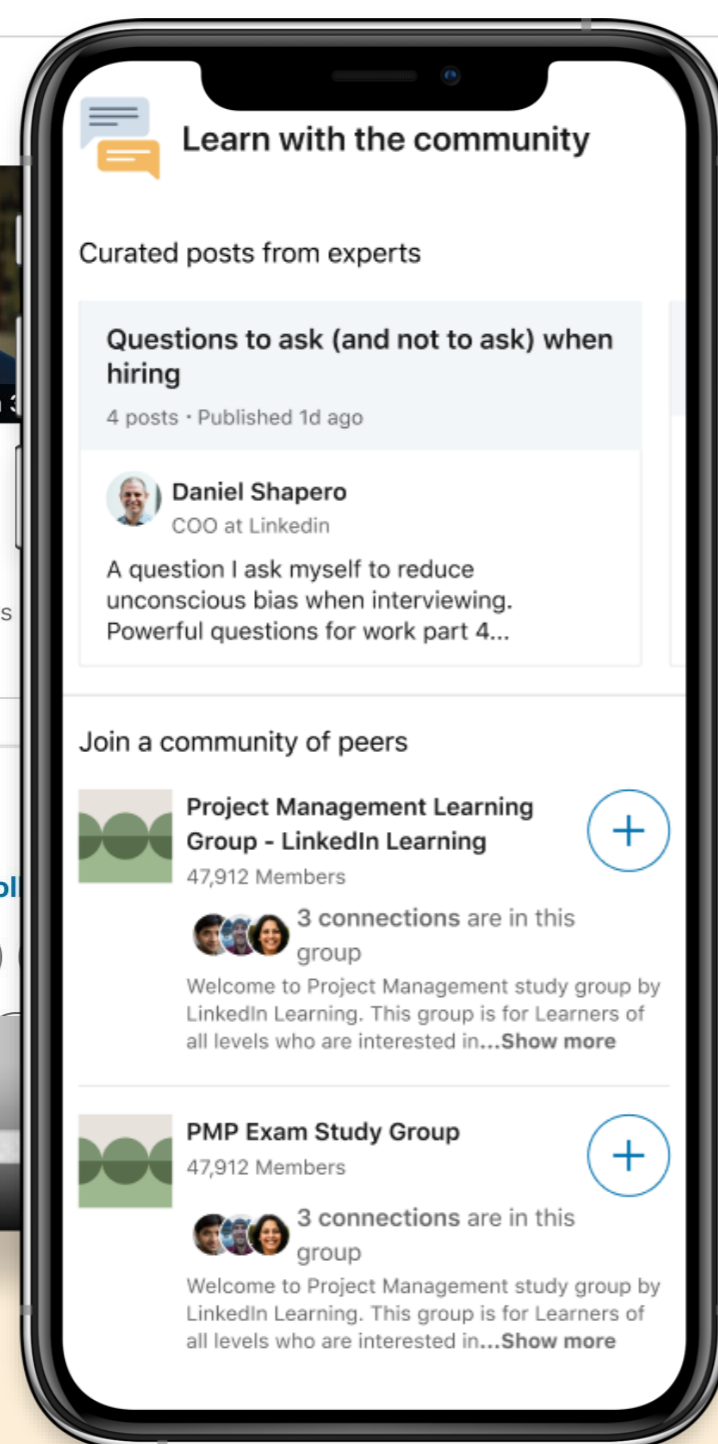
LEARNING PATH  
Become an Agile Project Manager

Alex John and 2 others like this

#### Skill insights

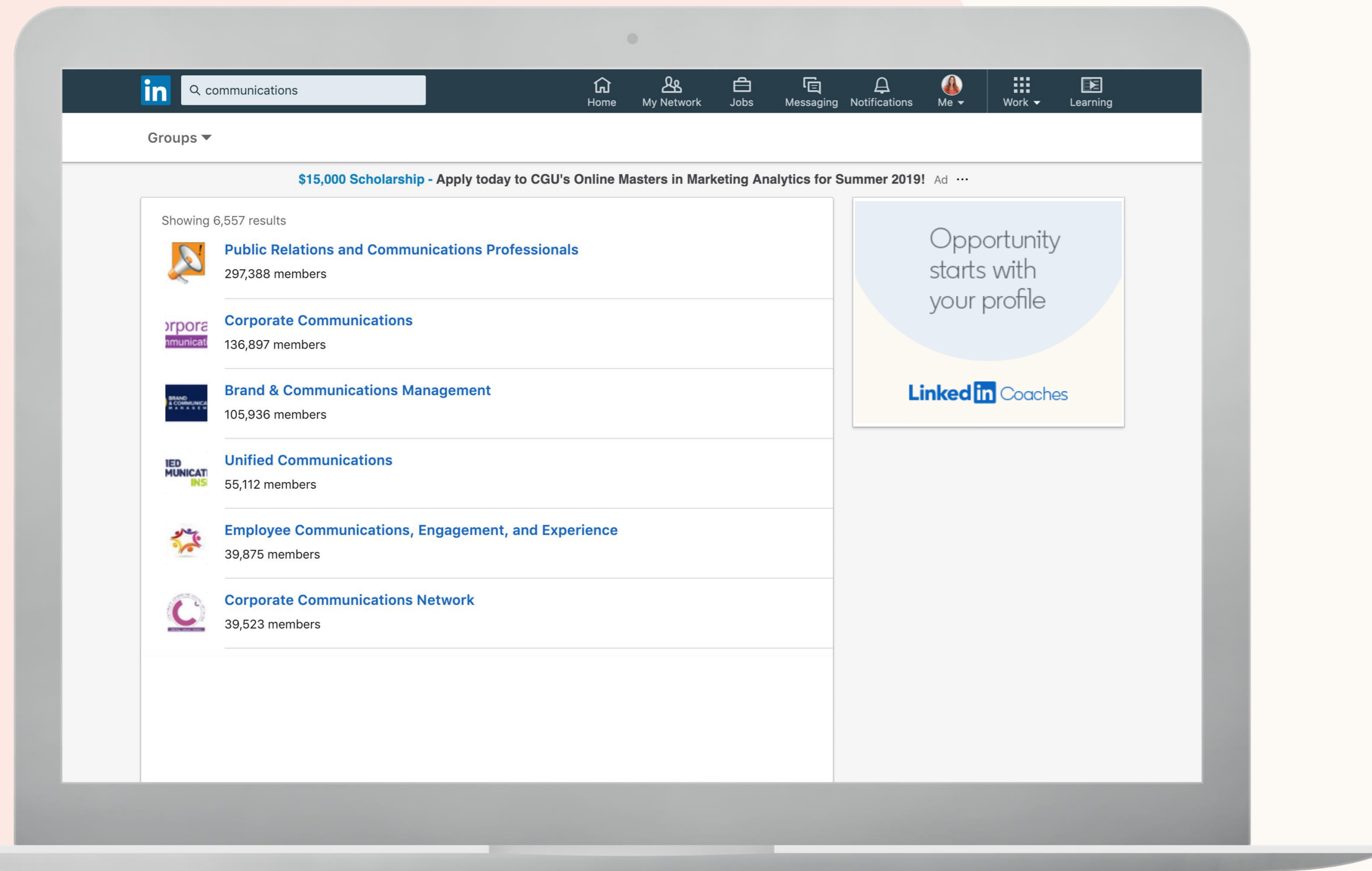
Skills most Project Managers have on their LinkedIn profile + Follow

Leadership Budgeting Time management Agile



## Personalized Content Role Guides

- Enable learners to build the skills and knowledge they need to advance to specific roles at their company, based on data and insights from the world's largest professional network.
- Brings together the best of LinkedIn and LinkedIn Learning with courses, learning paths, common skills, communities from LinkedIn, posts from industry experience, and pre-certifications.
- Admins can customize skills associated with roles at their company, upload relevant content from their organization, and change role descriptions.



# Join groups

Find and join groups of professionals to give and get career help and resources by filtering for "Groups" using the search bar.

Consider joining groups for:

- ✓ Professionals in your industry
- ✓ Alumni of your school or training program

Thank you