LINKEDIN & UNIVERSITÀ DEGLI STUDI DI BERGAMO

March 2023
Agenda

1. Get to know LinkedIn
2. Personal Branding
3. Best Practice for Posting
4. Q&A
Objectives

Build your own profile

Create a strategical network and useful tips to launch your career

personal brand
Get to know LinkedIn
Our Vision

Create economic opportunity for every member of the global workforce
Our Mission

Connect the world’s professionals to make them more productive and successful.
OUR VALUE PROPOSITION

Connect to opportunity
Our members are using the platform to...

Purpose of using LinkedIn (%)

- Connect: 74%
- Research people and maintain network: 70%
- Gain professional insights: 69%
- Maintain self profile: 66%
- Career research: 61%
- Research companies: 39%
The definitive professional publishing platform

Almost **1 billion** Members

- C-Level Executives, Presidents and VP’s with a profile on LinkedIn
- **Top Journalists**: increasingly drawn to LinkedIn

**+20K** C-Level Executives

- from companies with +5,000 employees have shared content on LinkedIn during January – June 2018
- CEO shares and comments +33% yoy
Your profile, your story
Personal Branding
STEP 1

Add a photo

Members with a photo get up to:

- 9x more connection requests
- 21x more Profile views
- 36x more messages
STEP 2
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.
As a sales leader with over 25 years of experience, I’m passionate about connecting customers into solutions that help grow and scale their software businesses. My sales organization is focused on delivering excellence, delighting customers and solving large software challenges at scale. Leadership is a privilege, and I feel fortunate to lead an organization where employees connect into their passion and purpose every day. I believe that culture and talent help us bring our mission to life.

STEP 3
Draft a compelling summary

Your “elevator pitch”
Focus on career accomplishments and aspirations

40+ words
Vice President, Global Sales
ABC Sales Technologies
Apr 2015 – Jul 2016 • 1 yr 4 mos

ABC Sales Technologies is focused on helping small software businesses around the world thrive, grow and scale. We believe that platforms tools and technology can transform the way businesses go to market with new software solutions.

I grew our Software Sales business line to over $20M in revenue delivering solutions to hundreds of software businesses in over 30 different countries. I’ve had the pleasure of leading a talented organization of over 200 sales professionals. I strive to create a culture that aligns into our company values and inspires employees to do the best work of their careers.

STEP 4
Detail your work experience

Experience is your opportunity to tell your professional story and talk about your accomplishments within each of the roles you’ve had.
STEP 5
Add examples of your work
Upload photos, presentations, and videos
Give a dynamic, visually appealing representation of your professional story
STEP 6

Add volunteer experience

Members who add volunteer experience and causes get up to 6x more Profile views than those without
STEP 1

Add skills & get endorsed

Members who add 5 or more skills receive up to 17x more Profile views
Recommendations

Received (14)  Given (3)

Cathi Culbertson  
VP, Event Marketing at NASA  
Title title  
July 15, 2017, Cathi and Jess worked together at Trustway  
Jess is the the most intelligent human being that I’ve worked with at Trustway. Not only is she smart, she is very kind to all her coworkers and treats the entire team as her equals. Her knowledge of the finance industry is unparalleled... see more

Paul Warthell  
VP, Marketing at Creative Co.  
April 15, 2017, Paul and Jess worked together at ITRIX  
Working with Jess has been a wonderful experience. She is a very talented young individual with a promising future. I would like to take note of her leadership skills as well as great time management.

STEP 2
Request a recommendation

Recommendations help build you credibility and validate your skills
And don’t forget about...

LOCATION  EDUCATION  PUBLICATIONS  ACCOMPLISHMENTS
1. Build your professional network
2. Discover existing connections
3. Search for new connections
4. Expand your network strategically
Expand your network strategically

Who should I reach out to on LinkedIn?

- People you have something in common with
- People who have a job or work at a company that interests you
- People who may be able to connect you to someone who can help you achieve your goals
- Join groups you have common interest with

What should I say?

- Who you are
- How you came across their profile
- How they can help you
Best Practice for posting on LinkedIn
Sharing updates vs. publishing posts
HELPING YOU GROW AND ENGAGE YOUR NETWORK

Updates
Share links, articles, images, quotes or anything else your followers might be interested in

Publishing
Deeply explore topics that matter to you, then watch the comments to see your impact
SHARING UPDATES

Share status updates
Best Practices for Posting on LinkedIn

Use short-form posts to share and start conversations about what you’re reading, ask for advice or ideas, and to respond to industry news, trending topics and other major events.

Content matters
Share quality insights and fresh perspectives based on your knowledge, expertise or observations. Use your analytics to see what’s resonating. Post on timely and trending topics that get people talking.

@Mention
Invite people to participate in your conversations by @mentioning them in your post. This helps your post get shared and seen by people you want to hear from.

Share consistently
This helps build a relationship and habit around your content.

Use relevant #hashtags
Use a # to indicate what your post is about. Hashtags are searchable and help your content get discovered.

Start or join a conversation
Engage your network by asking a question or by sharing a point of view. Respond to commenters and engage with others’ posts with a comment or share to drive conversation.

Include a photo or video
Posts with images or rich media draw people in and bring your post to life.
Some examples

Dhiyaa Suryadevara • 3rd+ 
Chief Financial Officer at General Motors

My advice to women entering the v 
confident and trust your instincts.

3mo • 8k + Anyone

Dhiyaa Suryadevara • 3rd+ 
Chief Financial Officer at General Motors

I find a great team working at General Motors!

3mo • 8k + Anyone

Carlo Ballabio • 2nd 
Pointcast Services Country Delivery Director at Hewlett Packard Enterprise

6h • 1k + Anyone

Sara Tarantino • 1st 
Social Innovation Lead at Hewlett Packard Enterprise | Marketing Event & Co.

22h • 1k + Anyone

Margot Gerritsen • 3rd+ 
@Stanford Professor, Co-Founder & Co-Director @WIDS, Conference. Host of ... 2m • 9k + Anyone

Very excited that we launched season 2!

Women in Data Science (WIDS) at Stanford University

2,246 followers 2m • 10k + Anyone

Today we launch Season 2 of the WIDS Podcast! Stanford University Professor Margot Gerritsen interviews Meltem Ballan, Ph.D., a data scientist working on Connected Cars at General Motors. She talks to us about how data sc ...see more

WIDS Podcast

MELTEM BALLAN

General Motors

#WIDSPodcast

Meltem Ballan, Ph.D. • 3rd+ 
Data Scientist | Strategist | Author at heart | Avid Runner 2m • 10k + Anyone

I have received too many messages and questions about my career trajectories, advice, and support messages related to the podcasts that I was privileged to be part with Margot Gerritsen and Javier Orraca... Stanford University. General Motors Women in Data Science (WIDS) at Stanford University. #data science and womenindata science. I am working on a blog that hoping to answer all those questions and inspire the budding data scientists and beyond. Please stay tuned...

Women in Data Science (WIDS) at Stanford University

2,246 followers 2m • 40k + Anyone

Today we launch Season 2 of the WIDS Podcast! Stanford University Professor Margot Gerritsen interviews Meltem Ballan, Ph.D., a data scientist working on Connected Cars at General Motors. She talks to us about how data sc ...see more

WIDS Podcast

MELTEM BALLAN

General Motors

#WIDSPodcast
Publishing on LinkedIn

- Becomes part of your profile
- Gets shared with your network
- Reaches the largest group of professionals assembled online
PUBLISHING

Start on your homepage
Best Practices for writing articles on LinkedIn

Use articles to share your insights, perspectives and expertise.

Timely commentary
The best way to drive conversation and attention is to write on industry trends or share commentary about the day’s news.

Headlines matter
Ask yourself: “In the course of my busy day, would I click on that?” Here’s a good primer.

Images do, too
Articles with cover photos tend to get more engagement than those without.

Go long (but not too long)
The sweet spot for article length is about 500-1,000 words.

Here are some ideas to get you started:

• What will (or should) your industry look like in 5, 10, or 15 years, and how will it get there?
• What important trends should people in your industry or area of expertise know?
• What are some challenges you’ve faced or opportunities you’ve seized?
• What’s the biggest problem your industry needs to solve?
• What concrete advice would you give someone hoping to enter your field?
1,156 views  112 reshares

3 clicks from people at SAS
LinkedIn: 29
Global Young Voices: 2
Nordstrom: 2
R K Harrison Insurance Brokers: 1

16 have the job title Salesperson
Corporate Trainer: 9
Human Resources Specialist: 6
Operations Specialist: 5
Banking Sales Consultant: 3

Your biggest audience is from San Francisco Bay Area
Greater Chicago Area: 8
Greater New York City Area: 6
Greater Los Angeles Area: 4
Toronto, Canada Area: 2

Your article was found through LinkedIn.com
Facebook: 11
Google Search: 7

PUBLISHING

Track your progress

Most of your clicks came from your 2nd+ degree network
L’Oréal launches world-first app to crack the company culture

Published on June 6, 2017

When it comes to employee engagement, good pay is no longer generation - have spoken. Company culture is everything. Okay, okay, they still own their work, but that’s a whole other story.

Ask any startup: the way you get things done around here is just as important as the business model. It’s never been as important to re-think about how we grow, communicate, collaborate, innovate, navigate and talk.

It’s an exciting time that research suggests that up to 80% of employees feel like they’ve made a great fit with your company culture.

If company culture is the way we get things done around here, then employee engagement is the way we feel about the way we get things done around here - Deloitte University Press.

Published by

Rosie McCar
I help drive
Published 2y

Like
Comm

If company culture is the way we get things done around here, then employee engagement is the way we feel about the way we get things done around here - Deloitte University Press.

Reactions

160 Comments

Actions
Comm
Like
Reply
Share

Patrice Lemonnier
Chief Procurement Officer

I couldn’t agree more: the way you “get things done around here” is just as important as “what you do”... great post, great initiative... thanks for sharing.

Like
Reply
1 Like

Nikhilben Mathenjua
HR Head for Africa Operations and Group Talent Specialist at PHILAFRICA FOODS (PTY) LTD

An innovative way of embedding culture through ‘cultureboarding’ and brilliant use of technology! Thank you for sharing.

Like
Reply
1 Like

Ulrike Hintze
2nd
HR Director Europe, Middle East & Africa Region at WABCO

Great idea - I particularly like the idea of adding games and quizzes into the learning experience and the access to “insider secrets” - they exist in every corporation and understanding them, helps any newcomer to be part of the more subtle conversations quickly, enabling them to feel more at ease and truly “arrived”.

Like
Reply
2 Likes

Sheri Lyons, MS, PHR
Performance consultant helping great companies build cultures where people can thrive.

Fabulous

Like
Reply
1 Like

Stephen Rut

Add a comm

Madine Gou
Senior Comm

Stephanie Banel
Assoc CPO
International HR Operations Specialist at BCG

Laura Whittingham-Jones

Like
Reply

Michael Daun
Founder/CEO of Cult - the culture change tool - helping you shape your culture and engage employees in new ways.

Raise congratulations to your launch of the L’Oréal Fit Culture app! I obviously believe you are going to see great results from it (as we know from our similar culture shaping app Wellive). I applaud both your team and L’Oréal’s ambition to innovate HR and culture. I hope you and your team are allowed to continue to boost culture even beyond onboarding.

Like
Reply
Your to-do list is overwhelming

✓ Get good grades
✓ Join clubs
✓ Have fun
✓ Sleep
✓ Choose a career
✓ Research companies
✓ Contact people who can help
✓ Search for jobs

Knowing where to start is half the battle
Learn what’s out there by browsing job descriptions

A treasure trove of information

The work you’ll be doing

Company culture

A foot in the door
Set up job alerts to stay in the know

Be the first to hear about new jobs that match what you want
Get the inside scoop to prepare for interviews

Follow Companies
Be in the know on employers you want to work for

Follow Influencers
Learn from leaders you admire and the big guns in industries you’re interested in

Follow Industries
Become an expert by staying on top of trends and news
Questions?
Thank you