







Discover

People

Learning

Jobs

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# Welcome to your professional community

Search for a job



Find a person you know



Learn a new skill





## History of LinkedIn

**Founder - Ried Hoffman**

**Founded in - May, 2003**



## Benefits of LinkedIn

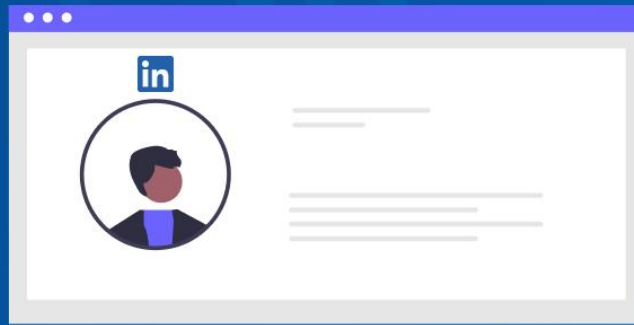




“Instagram ka network kaam aaye  
na aaye, LinkedIn ke connections  
kaam aayenge”



## Creating your Profile



1. Profile Picture
2. Tagline
3. Personal Details
4. Summary(About)
5. Education Qualifications

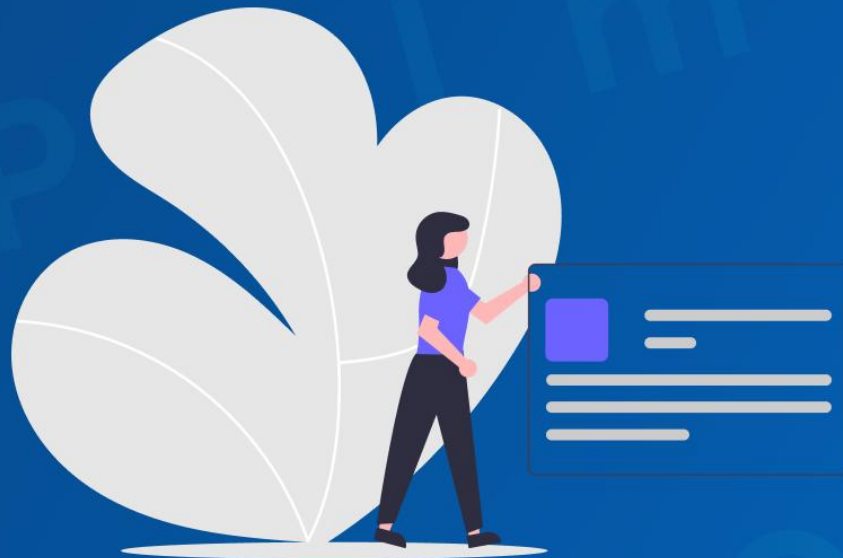




## 1. Profile Picture



## 2. Tagline



- Tell about yourself
- Tell about your work
- How is your work making this world a better place

## 2. Tagline

THE PERFECTIONIST →

THE ITERATOR

THE PROCRASTINATOR

**Ishan Sharma**

Co-Founder at MarkitUp.in | YouTuber | Worked at Unacademy & GeeksforGeeks | BITS Goa

Talks about #coding, #college, #youtube, #contentcreator, and #contentmarketing

Pune, Maharashtra, India · [Contact info](#)

67,772 followers · 500+ connections

+ Follow Message More

MarkitUp

Birla Institute of Technology and Science, Pilani - Goa Campus

### 3. Personal Details

- Location
- Portfolio(Personal Website)
- Mail Id
- Mobile Number (optional)

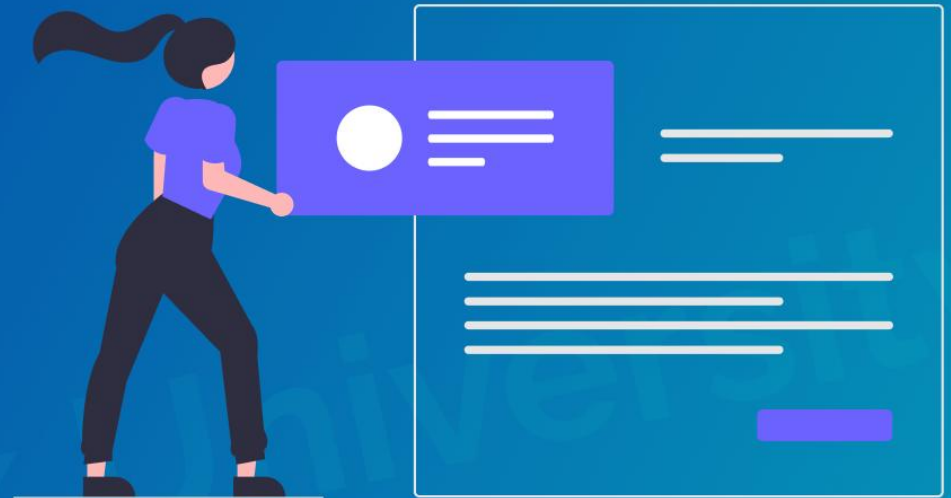


## 4. Summary (About)

- Summary should be in bullet points

*These dots are called bullet points*

- Your Skills and Experience
- Past Achievements

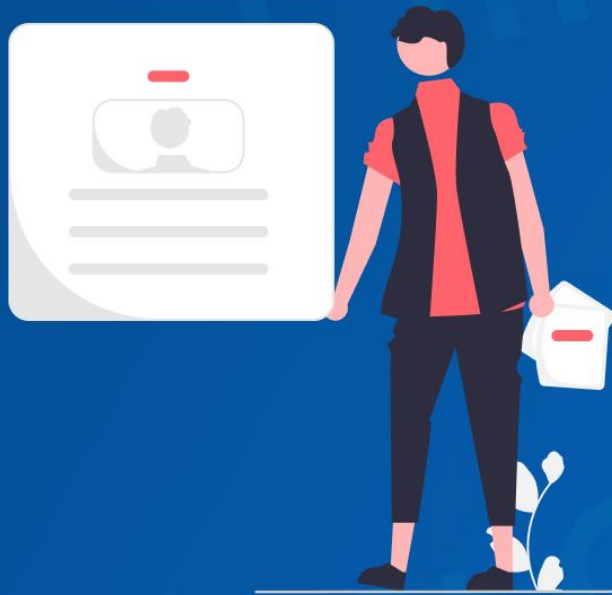


## 4. Summary (About)

### About

- ✎ I am pursuing BCA , my aim is to get good knowledge programming languages and specialize web development.
- ✎ I am also teaching students of class 11th and 12th.
- ✎ Thanks to the opportunities that i have got to learn skills like Web development , Public Speaking , Teaching and Crowd handling.
- ✎ I have joined Gujrat Adventure Club where I have responsibility to take people to the adventurous places and where I work as guide and also explored a lot of new places which is an immersible experience for a college student.

## 5. Education Qualifications



- Your Qualifications
- Certifications
- Personal Projects(if any)



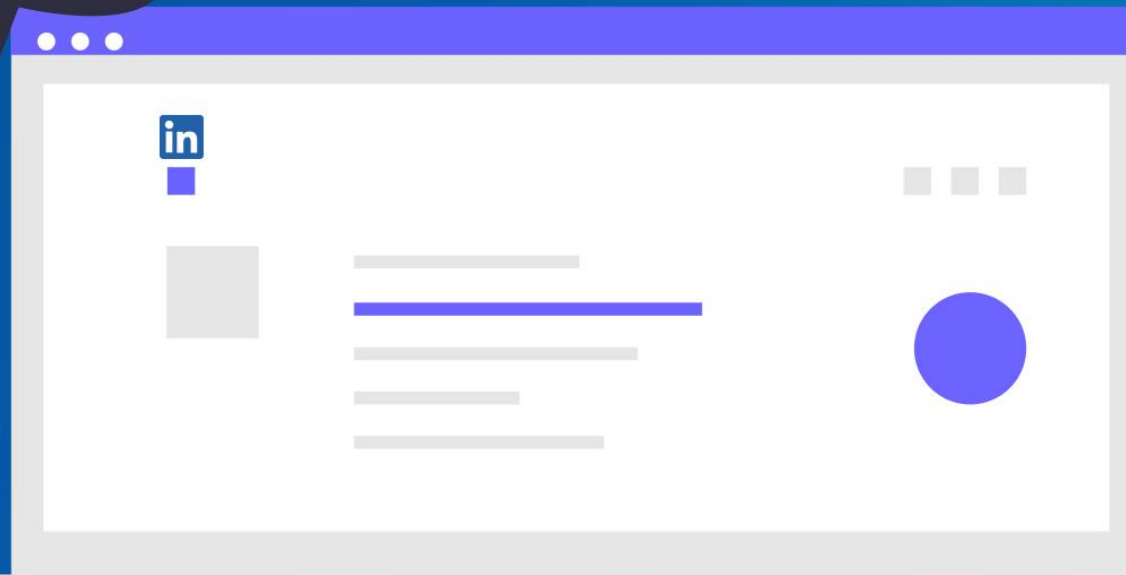
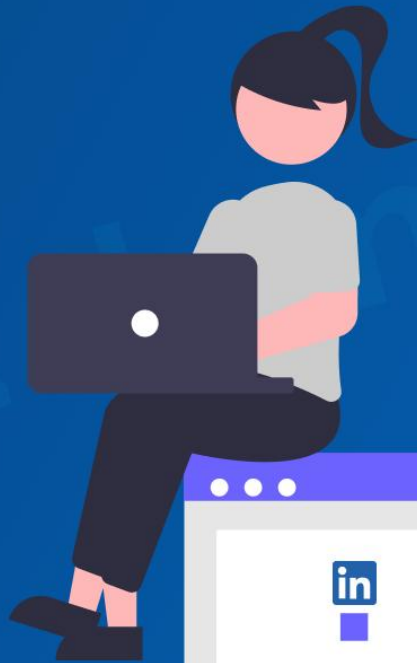
# Profile Summary

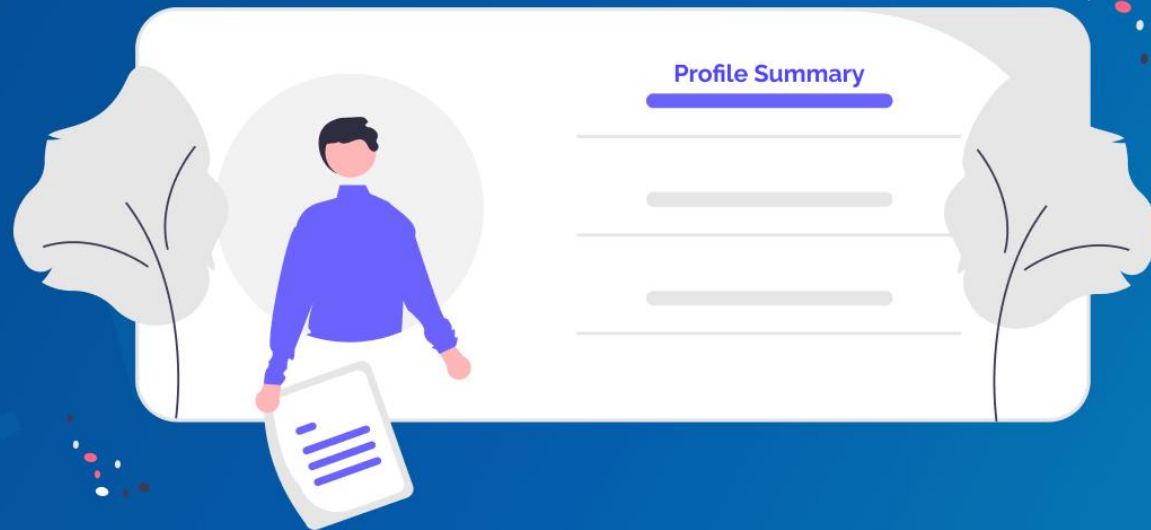
- Recruiter will glance your profile for 10-15 secs
  - It is like a digital resume
  - You have to be professional
- Make connections relevant to your field
- Approach Recruiters as per your SkillSet
- Take skill tests on LinkedIn, you will earn Badges
  - Follow your field related companies
- Keep your profile updated (about your current job and skill status)





Linkedin is like our Online Virtual Resume



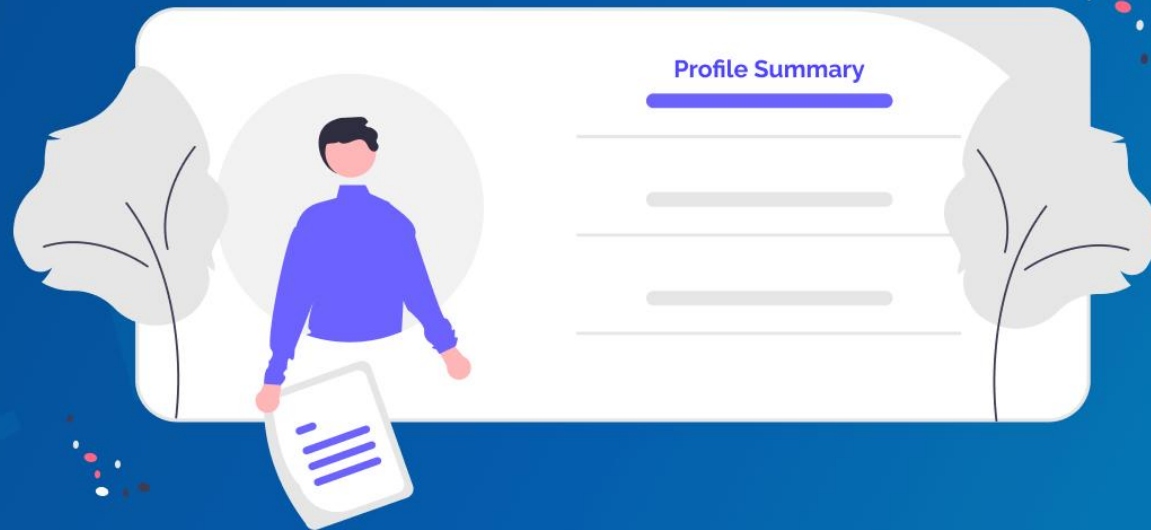


### **Strengths**

What advantages does you have?  
What do you do better than anyone  
else? What are your unique selling  
points?

### **Be the narrator**

Write your profile summary in first  
person. Be the narrator of y your story.  
Make it more than 50 words.



### **Opportunities**

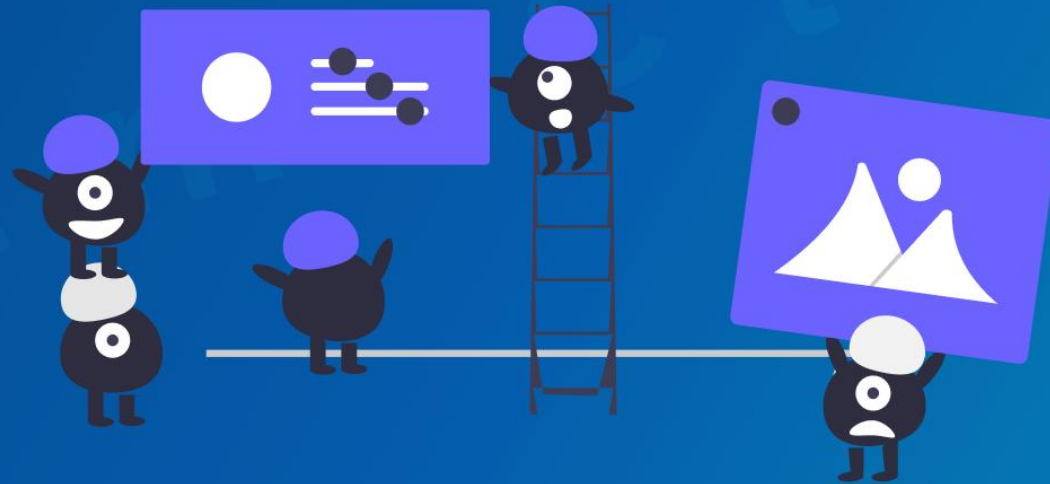
What changes in technology, policies, and social patterns can be a growth opportunity for the company?

### **Threats**

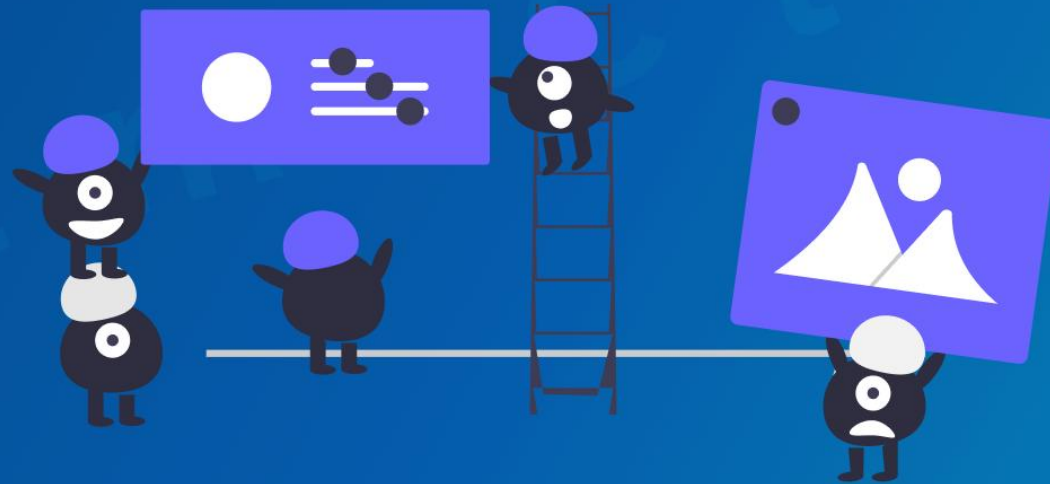
What are the obstacles to your company's growth? Who are your competitors? What changing factors can threaten your company's position?

**“Make connections that  
are relevant to your  
work/field/profession”**





**Let's See some Live Examples Online!**



Account 1

Account 2

My Account

# Hands On Activity

Create your Account (if haven't)

Make your First 100 Connections

Thank you for attending this Event and supporting  
this Club and for your invaluable interest towards  
our goal to

Level Up Student's Skillset