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Ottimizzare il proprio profilo



Aumentare il numero di contatti



Cercare lavoro e creare alert



Gruppi su LinkedIn: questi sconosciuti



Postare contenuti su LinkedIn



Privacy & Netiquette



LinkedIn & le sue (quasi) infinite potenzialità [Workshop]

Martedì 2 Febbraio, 18:30

Agenda

- Introduction: Why LinkedIn?
- How to optimize your LinkedIn profile
- How to find a job (and create helpful alerts)
- *What is Coaching? (10')*
- LinkedIn Groups and how to use them
- How to publish status updates on LinkedIn
- Publishing articles on LinkedIn
- How to update privacy and notification settings & Netiquette

... and if you are interested in the Coaching topic:

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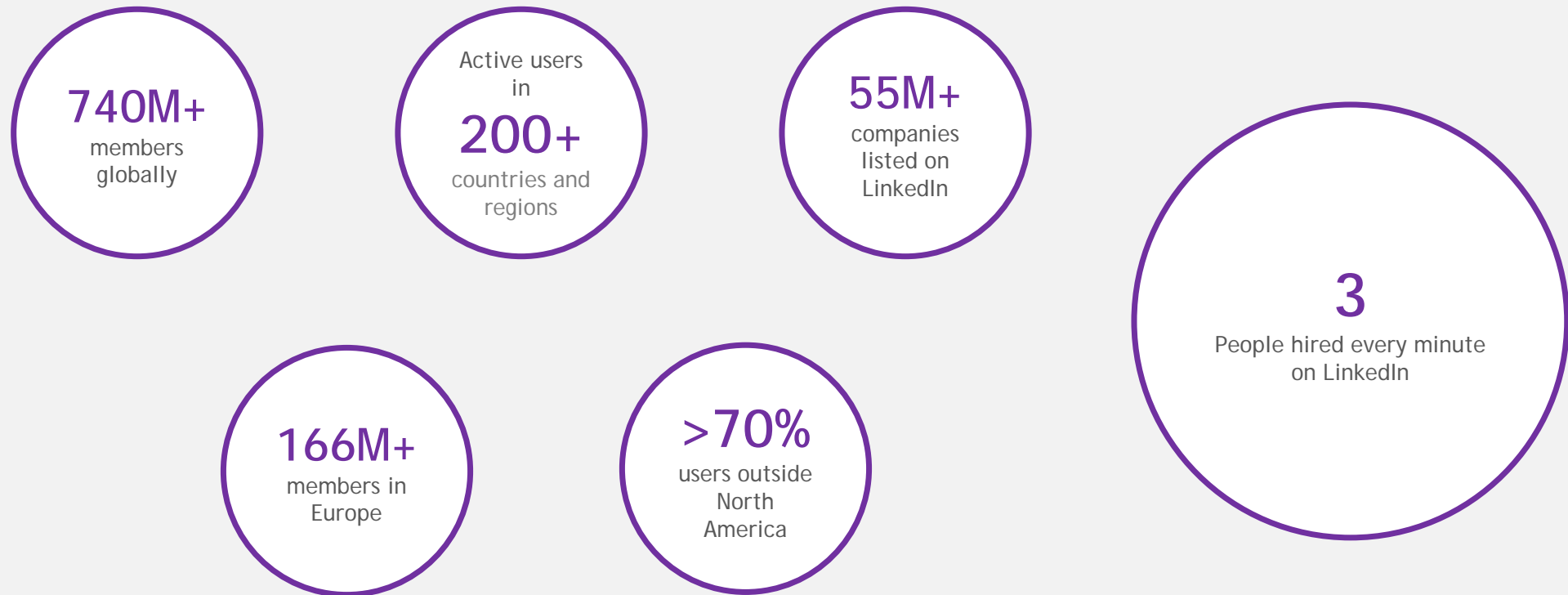
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These are my colleagues, feel free to contact them to have more info!

Introduction: Why LinkedIn?

LinkedIn has a large and engaged global presence

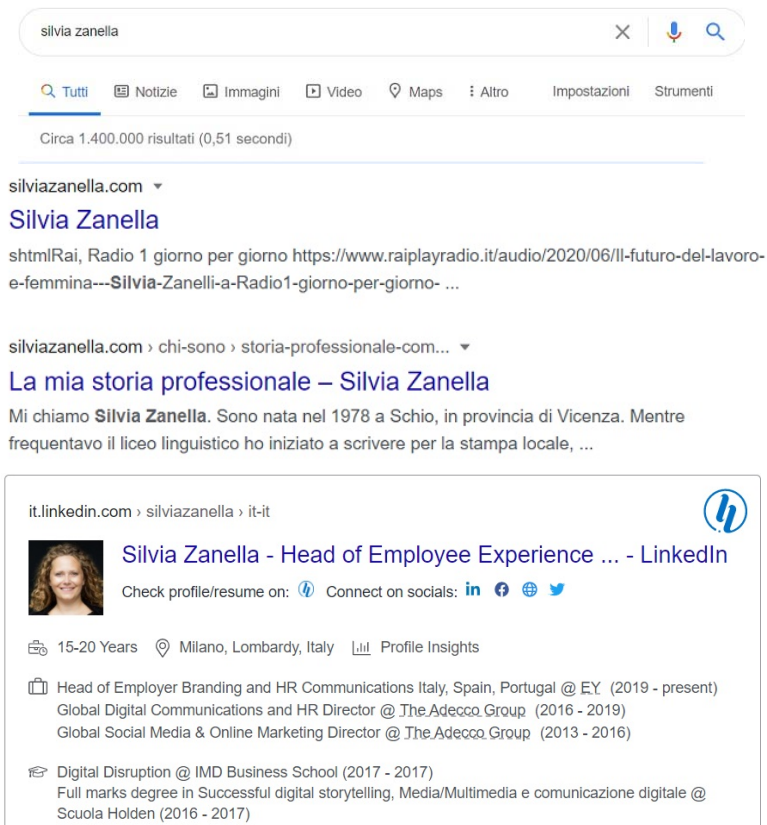


Becoming active on LinkedIn benefits you



How to optimize your LinkedIn profile

Review your profile from the perspective of search optimization



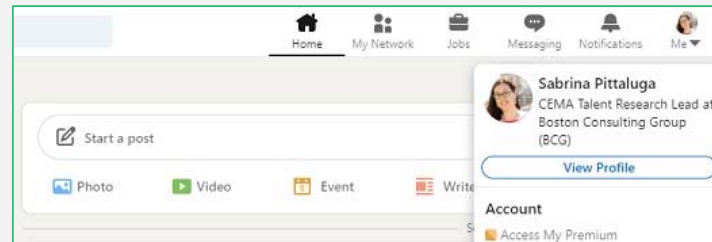
LinkedIn has millions of keywords ranking within the top 3 results of Google every year. Many of these keywords are individual's names that are being searched.

When companies or potential clients google you—it is highly likely that your LinkedIn profile will show up, and therefore is important that it best represents your expertise and experience.

Best Practices to optimize for SEO


- Incorporate relevant keywords into your title and description
- Create a customized URL which includes your full name
- Network with similar connections and groups within LinkedIn
- Collect endorsements from peers
- Publish posts on LinkedIn that are unique to the LinkedIn platform
- Generate links to your profile from other sites and sources

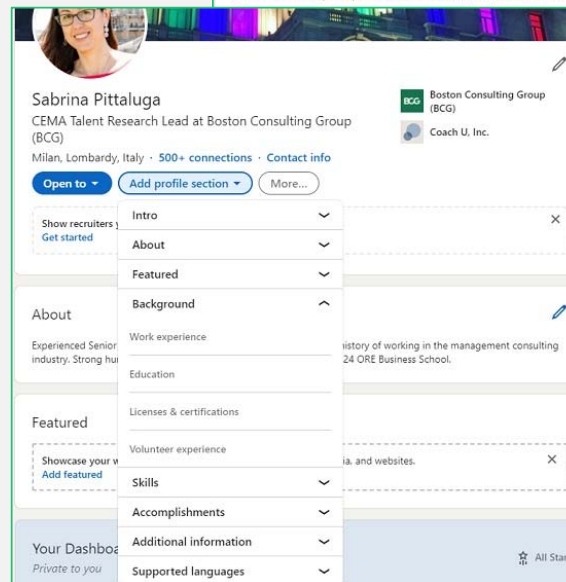
To get started,
log in to your
LinkedIn profile



Click 'Me' below your profile picture from
anywhere on LinkedIn and then click on 'View
Profile'



Click the edit icon  for the
section you want to update



Click 'Add profile section' to add a section
which you aren't using already

Steps to optimize your LinkedIn profile (1-4)

1

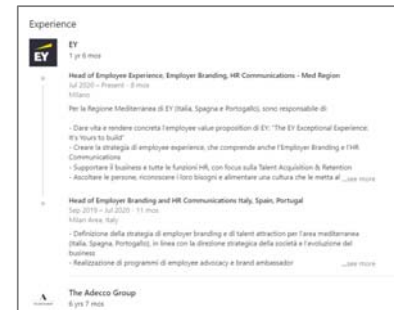


Upload a profile picture and banner.
Add your title.

Add a summary—a short, first-person bio highlighting expertise and key interests.

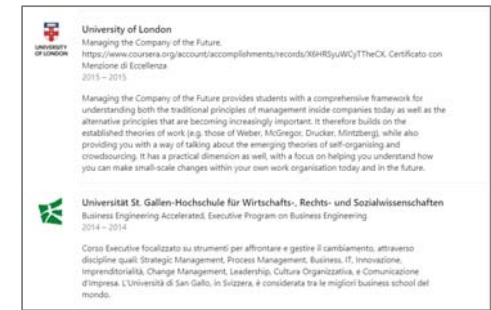
If you have an expert bio on your company website, include its URL in your LinkedIn summary. Information should be consistent on both.

2



Add your experience. List multiple positions, with concise job description details.

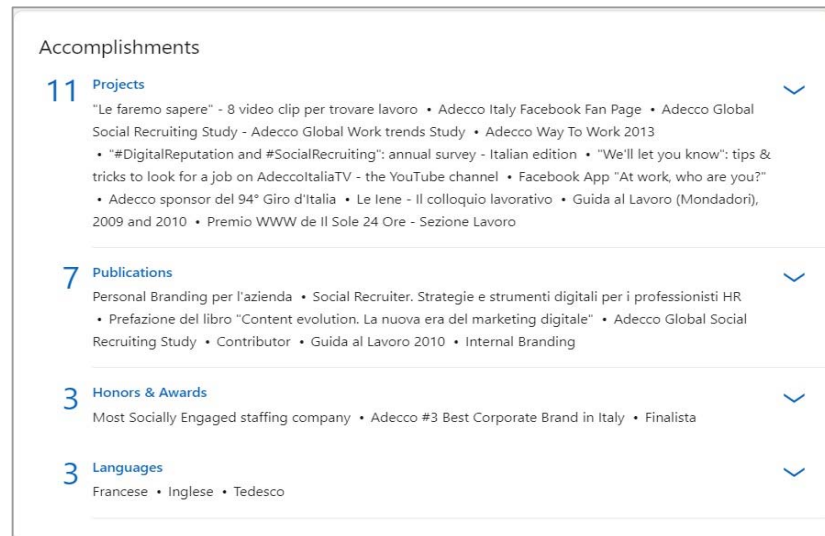
4



Add your education and volunteer experience (if applicable) information.

Steps to optimize your LinkedIn profile (5-8)

The more complete your profile is, the more impressive you look. Be sure to add all relevant accomplishments.



5

Add your authored publications, if applicable.

6

Add languages.

7

Add honors and/or awards, if applicable.

8

Add additional relevant information, including organizations, patents, or other accomplishments.

Add more value to your profile by using the Featured section to display your best work samples, such as:

- LinkedIn posts or articles that you've authored and published on LinkedIn.
- Links to external websites, for example your personal blog or portfolio.
- Other relevant media such as your images, documents, presentations, and videos.

Revisit your profile regularly to ensure it is up to date. New roles, areas of expertise, and publications should all be updated in a timely manner.

Think about setting quarterly calendar reminders to check your profile.

Make connections to build a useful and efficient LinkedIn network

Be selective, limit connections to people you have or want to have a professional relationship with. You do not need to show who your connections are, just the number of connections you have.

Who to add

- Companies you are interested in
- Colleagues
- Former colleagues
- Acquaintances from events and conferences
- Alumni from your university
- Other various business connections

Ways to build your connections



Invitations to connect



LinkedIn Suggestions



Send invitations



Add your Outlook contacts

QUICK TIP

Attend or host a virtual session? Connect with attendees following the session. If you were the host, include a short message with your connection request thanking them for joining and asking for any feedback.

How to find a job (and create helpful alerts)

How to find a job

1 On the "Home" page of your personal LinkedIn Profile

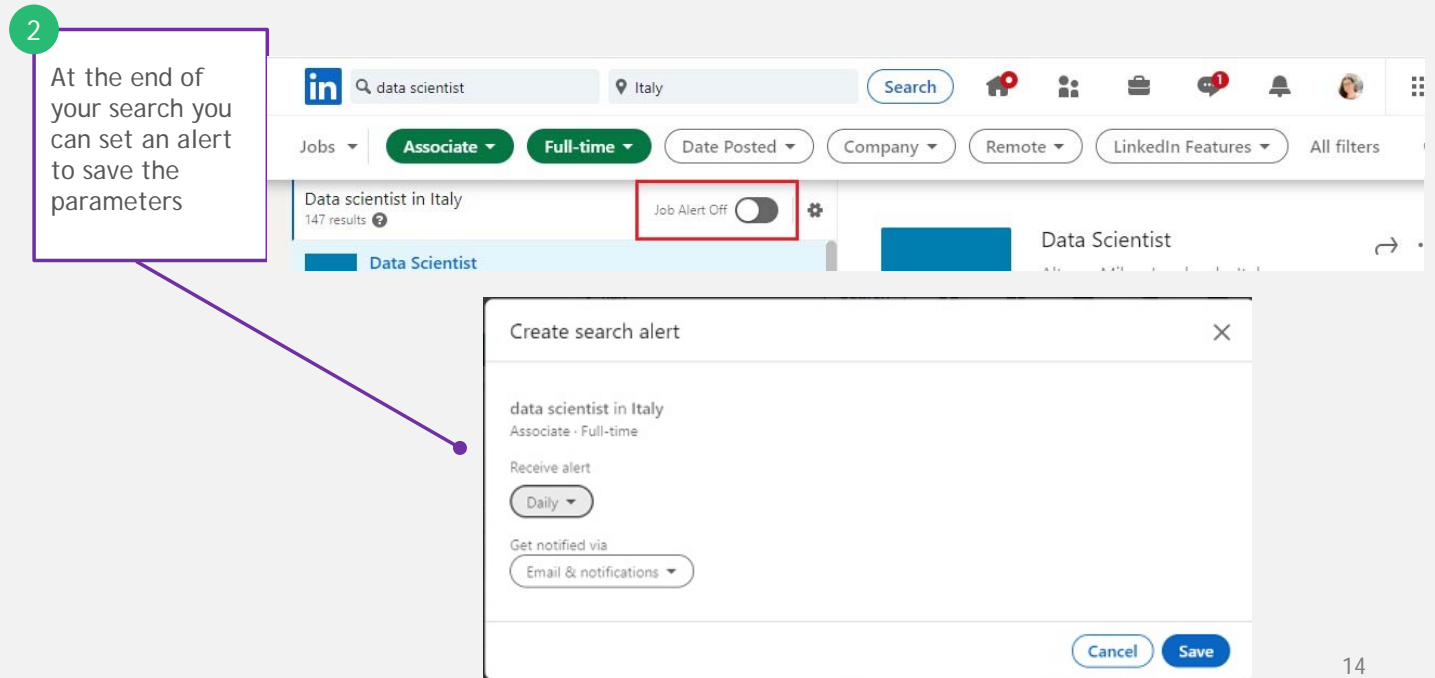
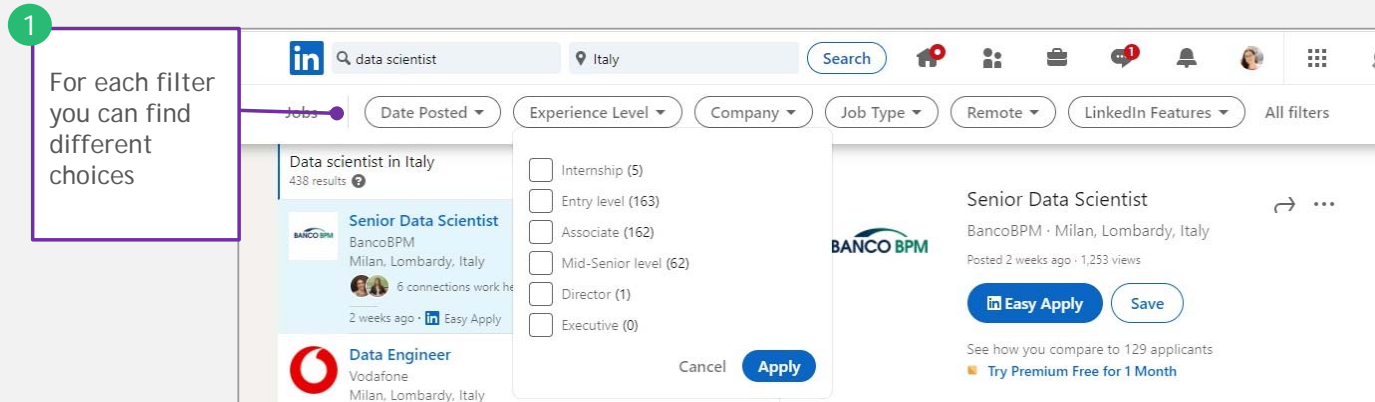
2 Select the job title you are looking for

3 All the filters you can use to find the perfect match

4 All results are on the left side

5 On the right side you can deep dive into the job description: requirements, company info, how to apply etc

How to create and alert



LinkedIn Groups and how to use them

Some KEY FACTS (1/2)

LinkedIn Groups: Key Stats

- Over 2 million LinkedIn Groups created to date
- 80% of all LinkedIn Groups' primary language is English
- LinkedIn Groups are highly influential in candidate response rates, 21% more likely to respond if you have a group in common
- Members who regularly participate in Groups receive 4 times more profile views

Participating in LinkedIn Groups

- Opportunity to network with peers and potential candidates in your field
- Start and comment on discussions around a topic
- Promote Thought-Leadership
- Advertise jobs for relevant industry groups (where accepted)

Some KEY FACTS (2/2)

Participating in LinkedIn Groups - Search

- Being a member of a LinkedIn Group enables you to see full LinkedIn profiles of fellow Group members
- Ideal for building your network in your industry sector
- Be a member of the same groups as your candidates

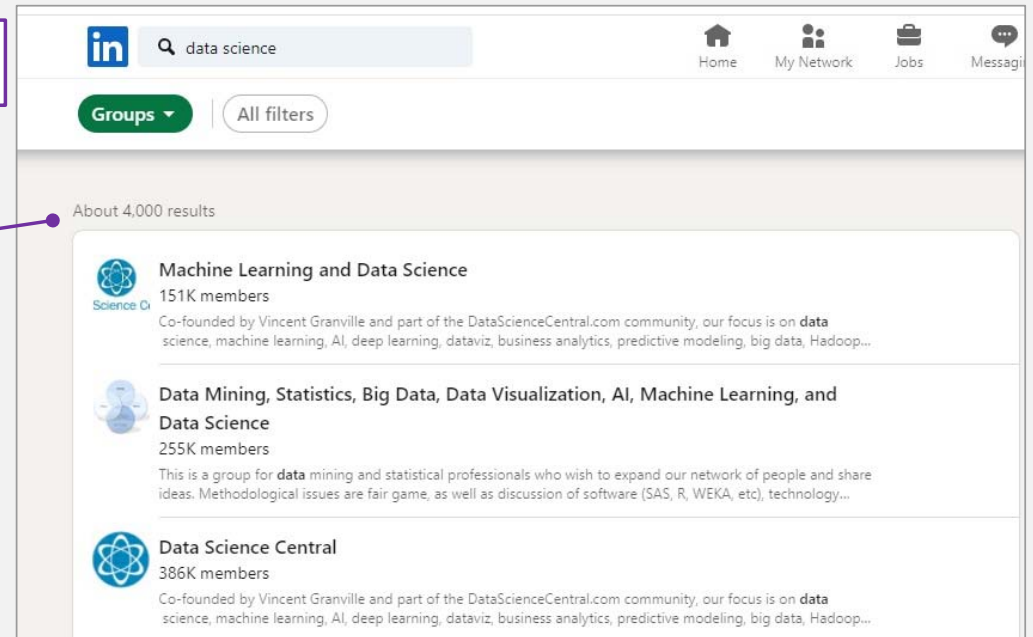
Strategy for LinkedIn Groups

- Set an objective for what you want to get out of a LinkedIn Group:
 - Increase awareness of yourself
 - Increase awareness of your company's articles, jobs, culture
 - Network with industry peers or potential candidates

How to find a group and join it

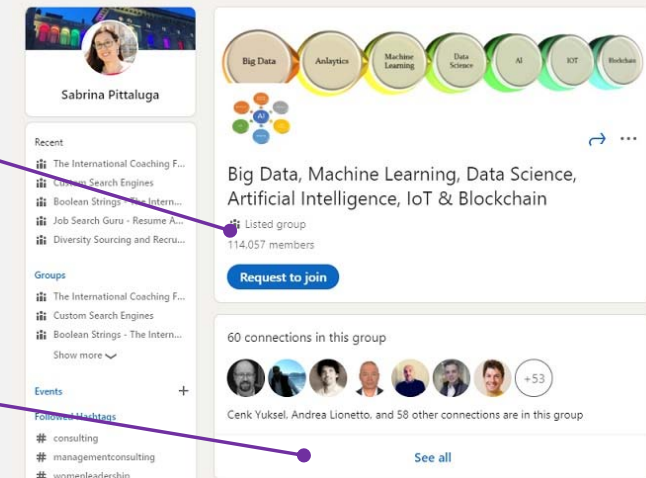
1 On the "Home" page of your personal LinkedIn Profile

2 # of groups on the topic you want to deepen



3 You have to request to Join the group

4 On the page you can find the connections you have who already are part of the group, the rules of the group etc



How to publish status updates on LinkedIn

Strengthen your network through engagement

Be personal, not "perfect". Your connections and followers are interested in YOUR thoughts and YOUR expertise—**what differentiates you?**



Interact with content

The more you engage with your connections, the more likely they are to engage with you. React to content of your favorite companies share — through likes, shares, or comments.



Post status updates

Share concise updates relevant to your expertise, interests, and/or timely content. Video clips are a great content format for status updates.



Write LinkedIn articles

Publish blog-style articles that reflect your expertise, interests, and/or timely content.

QUICK TIP:

Read your post out loud prior to hitting "publish." Does it sound like something you would say? It should.

How to publish a LinkedIn status update

1 Navigate to the "Home" page of your personal LinkedIn Profile

2 Click into the "Start a post"

3 Write a sentence about the content you are sharing - either a summary sentence, or your thoughts on the piece. If you are sharing an article—make sure to paste in the URL. If you want to add multimedia to your post, click on the "Images" or "Video" button. Videos can be directly uploaded from your computer or mobile device.

4 Make sure to set your post settings to "Anyone" or "Anyone + Twitter" (if you would like to also leverage on your twitter account) in order to get the most exposure.

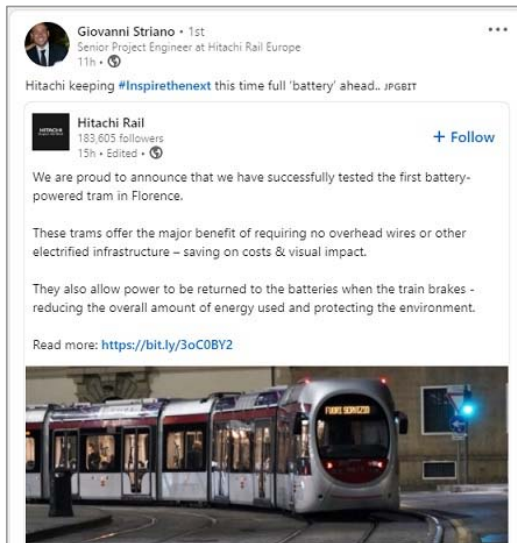
5 For more exposure, you can "+ Add a hashtag" to "help the right people see your post."

6 Click "Post"

Status updates are an impactful, low-involvement way to share your expertise & stay top of mind on LinkedIn

Purpose

Share concise, consistent updates with your network on your interests or expertise.



You can also share documents in your status updates

Best Practices

- Be authentic. Establish your own voice. Write in the first-person!
- Focus on quality over quantity.
- Keep the copy to a few lines so that it's easily digestible for readers.
- Include a link and/or an image within the post.
- Posts that include interesting/surprising facts, intriguing questions, and calls to action tend to perform well.
- Provide value to your readers.

Frequency

Post status updates on a weekly basis.

What can you post via status updates?

Authored publications

Industry insights

Trending news

Personal milestones

Company news

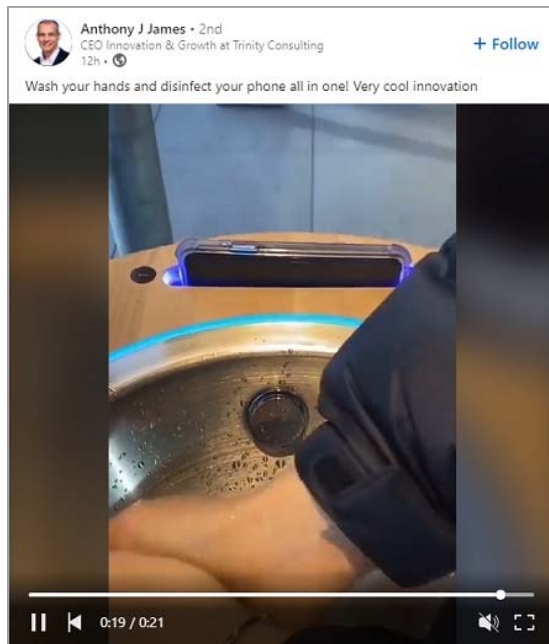
Quotes or insights that inspire you

Causes you care about

Video posts are an engaging way to share updates on LinkedIn

Purpose

Capitalize on the user-friendly, digital format to highlight your expertise to your network.



Best Practices

- Be authentic. Speak directly to the camera to engage your audience.
- Video clips should typically be no longer than 2 minutes.
- Include at least one sentence of intro text ahead of the video. Include a link if relevant for more information.
- Always film in landscape mode.
- Ensure quality lighting—the brightest light should be behind the camera.
- Ensure quality sound—avoid noisy areas, especially when using a smartphone's internal mic.

Why video?

Video content is favored by social media platform algorithms to encourage engaging content.

Video content can be filmed easily on a smartphone—making it easy to share live content, insights, and takeaways from events or while traveling.

Video content feels authentic—your network will easily recognize your expertise.

Publishing articles on LinkedIn

Leverage LinkedIn to **publish articles** and build your personal brand in an in-depth, meaningful way

Purpose

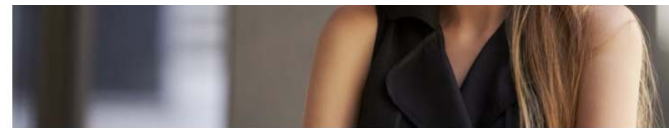
For members to contribute professional insights about their expertise and interests.

Best Practices

- Articles should be between 600-1,200 words. Articles under 250 words are classified as spam by LinkedIn. For short posts, use status updates.
- Have a catchy, intriguing title.
- Utilize a header photo that reflects the title.
- Be authentic. Write in the first person in your own tone and voice.
- Incorporate multi-media, if possible (images, exhibits, videos).
- Incorporate lists and bullet points where applicable.
- Integrate strong quotes, insights, and/or facts.

Frequency

Aim to post LinkedIn articles monthly or bi-monthly.



Am I operating as a Talent Advisor?

Published on March 3, 2020



John Vlastelica

I get to help recruiting and hiring teams improve who they hire and how they hire. Ex-Amazon, Ex-Expedia. (He/Him)

4 articles

✓ Following

There is so much pull from the business leaders for us as corporate recruiters to be Talent Advisors. They want more. This is good - the alternative, when they want less from us, is bad for us and our companies (but maybe good for the bots!).

👍 Like 💬 Comment ➦ Share

👍 🗨️ 🔖 218 • 47 comments

If you are writing on behalf of your company, make sure to contact the social media team and marketing manager.

What can you write LinkedIn articles about?

Timely reactions to current industry trends and/or news.

Insights from relevant publications.

Takeaways from an event.

Causes that you care about.

How to publish a LinkedIn article (1/3)

The screenshot shows the LinkedIn 'Write an article' interface. It includes a navigation bar at the top with icons for Home, My Network, Jobs, and Messaging. Below the navigation bar is a search bar and a 'Start a post' button. The main content area shows a profile card for Sabrina Pittaluga, a 'Write article' button, and a post by Mehmet Cemil Böke. The bottom section is the 'PUBLISHING' area, which includes a title field, a headline field, and a text area for writing the article. The interface is annotated with five numbered steps:

1. Navigate to the "Home" page of your personal LinkedIn Profile.
2. Select 'Write an article'.
3. Click on "+" to upload an image to go with your article
4. Title your article—short, catchy titles are best.
5. Either type your long form post, or copy and paste your text into the "Write here" box. You are able to bold, italicize, and underline text within the post.

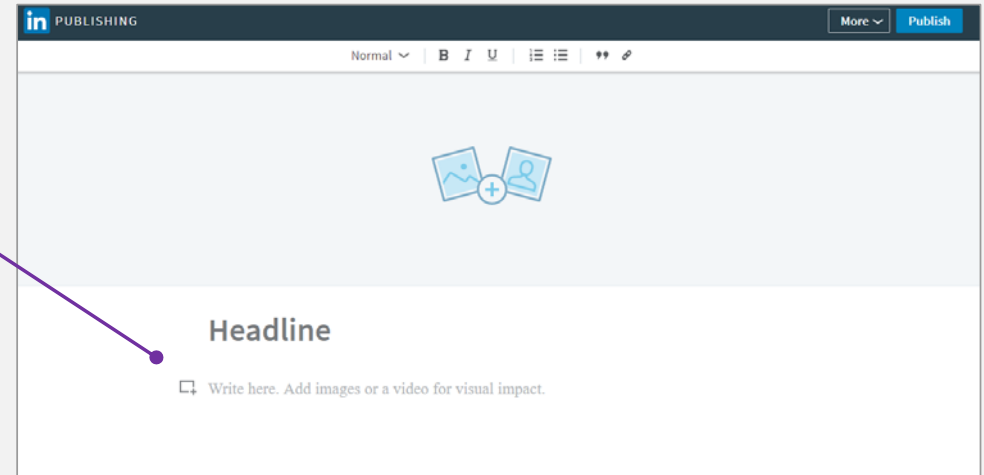
How to publish a LinkedIn article: Inserting an image (2/3)

1

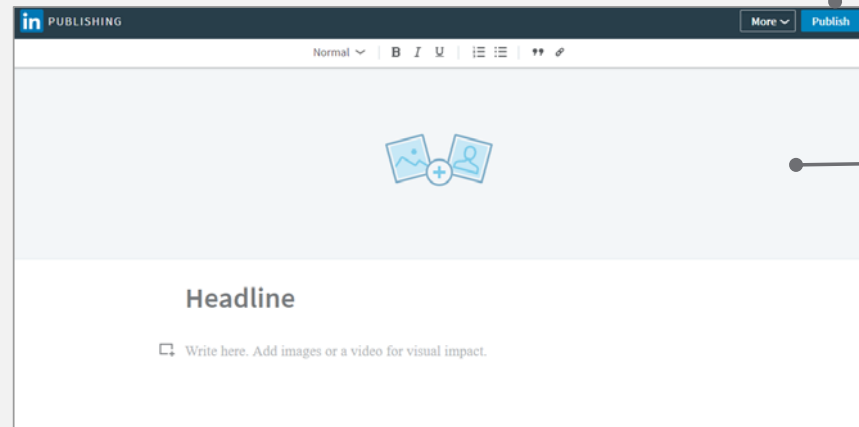
Click on "+" to upload an image to go with your article

2

Once the icon is clicked, you will get the option to choose either an image, video, slides, links, or a snippet. Click your choice and upload.



How to publish a LinkedIn article (3/3)



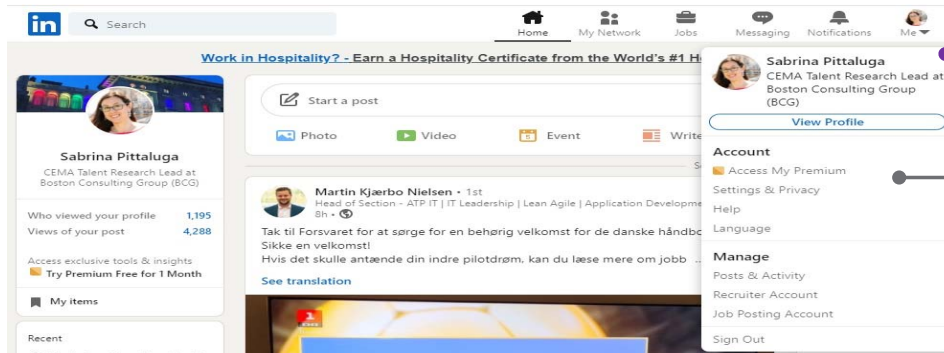
6 Click "Publish" to post. Note: You can come back and make edits at any time after it has been published.

Note: If you're not ready to post, you can begin writing the article and a draft will automatically save for later. Select the 'More' dropdown menu to start a new article, view and edit drafts that you have saved, and view articles you have already published. Once saved, you can share a draft by copying the link to the draft and share it with people whom you want to receive feedback from.

Note: After you hit publish LinkedIn will prompt you to add a teaser to accompany the post. This will show up similar to a status update. It's recommended 1-3 lines of engaging copy. You can also add relevant industry hashtags, no more than 2-3.

How to update privacy and notification settings & Netiquette

Key LinkedIn privacy and notification settings (1/4)



To edit your privacy and notification settings, click on your photo icon in the upper right hand corner, then select "Settings & Privacy."

Account

Privacy

Ads

Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

How others see your profile and network information

Edit your public profile

Choose how your profile appears to non-logged in members via search engines or permitted services

Change

Who can see your email address

Choose who can see your email address on your profile

Change

Only you

Who can see your connections

Choose who can see your list of connections

Change

Only you

Viewers of this profile also viewed

Choose whether or not this feature appears when people view your profile

Change

No

Who can see your last name

Choose how you want your name to appear

Change

Full

Representing your organization and interests

Choose if we mention you with content about your employers or other content you publicly expressed an interest in

Change

Yes

Recommended privacy settings:

After selecting "change," ensure that your "public profile is visible to everyone" and that all boxes are checked off

Select "only you"

Select "only you"

Select "no"

Select "Full"

Select "yes"

Additional recommended privacy and notification settings (2/4)

How others see your LinkedIn activity

Profile viewing options

Choose whether you're visible or viewing in private mode

Change
Private mode

→ Select "Private mode"

Manage active status

Choose who can see when you are on LinkedIn

Change

→ Select Your connections

Sharing profile edits

Choose whether your network is notified about profile changes

Change
No

→ Select "No"

Notifying connections when you're in the news

Choose whether we notify people in your network that you've been mentioned in an article or blog post

Change
Yes

→ Select "Yes"

Mentions by others

Choose whether other members can mention you

Change
Yes

→ Select "Yes"

Blocking and hiding

Followers

Choose who can follow you and see your public updates

Change
Everyone

→ Select "Everyone"

Additional recommended privacy and notification settings (3/4)

How LinkedIn uses your data

Salary data on LinkedIn

See and delete your salary data

Change

—————> Make sure to remove any salary data so that this field is empty

Social, economic and workplace research

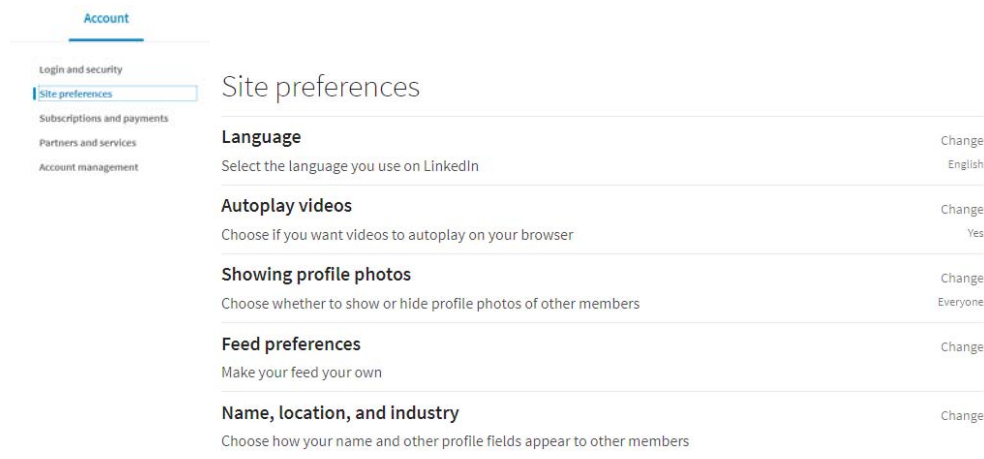
Choose whether we can make some of your data available to trusted services for policy and academic research

Change

No

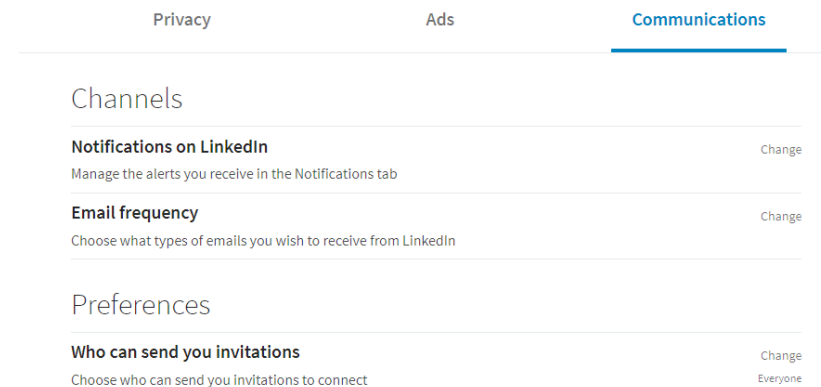
—————> Select "No"

Additional recommended privacy and notification settings (4/4)



Highlights under "Account"

- Adjust your email address, phone number, password, language, name, etc.
- Change Showing profile photos to "Everyone"
- View and adjust third parties settings and access.
- Manage your premium subscription if you have one.



Highlights under "Communications"

- Adjust your email frequency and the types of communications you'd like to receive.
- Manage the types of InMail messages you can receive.

