

لینکدین SOCIAL MEDIA

چرا لینکدین امروز ضروری است؟

ارائه دهنده: سحرنماز یعقوب پور



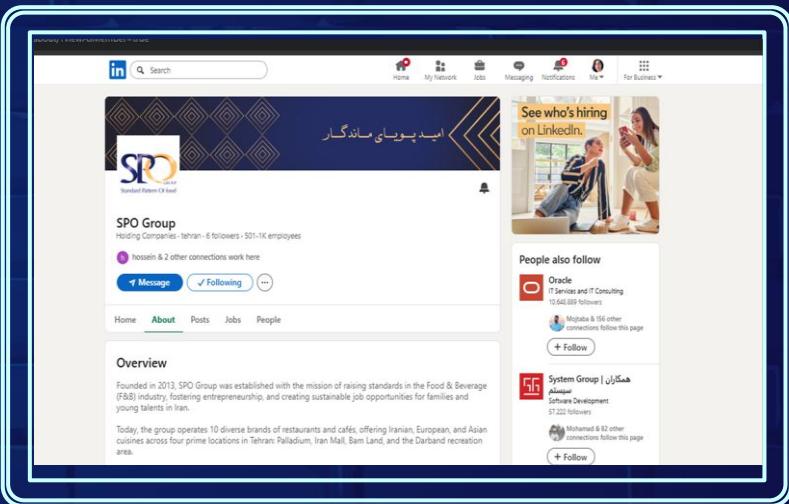
✿ اهمیت لینکدین

✿ چرا باید لینکدین بسازند؟

- اعتبار شخصی و سازمانی
- دیده شدن بین المللی
- جذب نیروی متخصص
- ارتباطات تجاری
- اطلاع از روندها

❗ اگر لینکدین نداشته باشند چه می شود؟

- کاهش اعتماد بیرونی
- از دست دادن استعدادها
- ضعف برندهای سازمانی
- فرصت‌های همکاری از دست می‌رود



وضعیت امروز

- ۱+ میلیارد کاربر فعال (۲۰۲۵) ✓
- ۵۸+ میلیون شرکت ثبت شده ✓
- ۶۰٪ مدیران ارشد: شبکه‌سازی و استخدام ✓
- حضور فعال = ارتقای برنده و فرصت‌های جدید ✓

marketers **use LinkedIn** to identify prospects and source contact details.

on a daily basis.



LinkedIn received over **1.7 billion** site visits in February 2025.



Since 2017, the number of **companies** on LinkedIn has **nearly quadrupled**.



47%

Nearly half of LinkedIn users worldwide are 25 to 34 year olds.



Over three-quarters

78% of users consume content on LinkedIn to keep up with **industry news**, while **73%** use it to **discover new ideas**.



The **middle of the working week** (Tuesdays to Thursdays) sees the **highest levels of engagement** on LinkedIn.



85%

of B2B marketers believe that LinkedIn delivers the best value for their organization compared to platforms like Facebook and YouTube.



چرا لینکدین برای مدیران مهم است؟



برندسازی شخصی و سازمانی



شبکه‌سازی حرفه‌ای



جذب نیروی منشخص و همکاری‌های جدید



دسترسی به اخبار و روندهای صنعتی





اگر مدیران لینکدین فعال نداشته باشند:

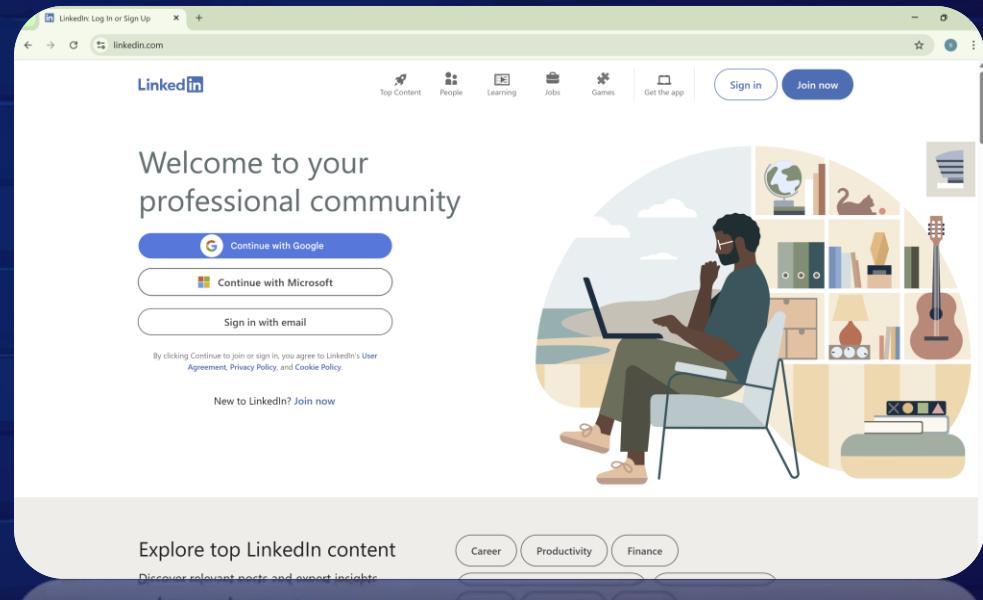
- کاهش اعتماد بیرونی
- از دست دادن استعدادهای برتر
- ضعف برنده سازمانی
- فرصت‌های همکاری از دست می‌رود

چطور یک پروفایل حرفه‌ای بسازیم؟

01

ساخت اکانت لینکدین

با کمک جیمیل یا روش های دیگر
اکانت خود را بسازید



02

عنوان شغلی دقیق و جذاب

عنوان شغلی و مقطع تحصیلی خود را وارد کنید.

Professional Profile Image: A portrait of Gijo Mathew.

Well-Constructed Headline: Gijo Mathew - 3rd Chief Product Officer at VTS, Inc. Greater New York City Area - 600+ connections Contact info

Customized URL: [Reach out to Gijo for...](#)

Excellent Summary: I love to dig into customer problems and solve them with modern technology. I create, scale and optimize product offerings that matter. To accomplish this, I focus on key results, build amazing teams and quickly adapt to new designs. I have enjoyed many executive positions throughout my career in product management, product marketing, technical sales, engineering, and strategy. My personal and professional experiences have taught me the following about myself:
- I am a natural leader, able to influence software product portfolios from BIM to SaaS in revenue.
- I put the customer at the center of all that I do.
- I excel in the execution of big ideas with given constraints.
My guiding principles:
- Lead by example
- Lead with a growth mindset
- Build product teams from 10 to 100 people
- Love to win, but helping the team win is greater joy
- Love tech and code
- Love learning and innovation
- The track always slopes with me
I educate, refine and drive impact to be a better person.
I am constantly learning because I never settle
I am a natural leader, able to influence software product portfolios from BIM to SaaS in revenue.
I focus on making high-quality decisions
I enjoy meeting new people and hearing new perspectives. Reach out if you want to talk to me about emerging tech, creating software products or baseball.

Showcase Your Skills: Product Management | User Experience (UX) Design | Product Analytics | Team Development | Market and Pricing Analysis | Strategic Planning | Product Development | Product Roadmap | Portfolio Strategy | Business Development | Agile | Agile Development | Marketplace Platform

Education: VTS, Inc. | Boston University

Skills & Endorsements: Project Management | UX/UI Design | Product Analytics | Team Development | Market and Pricing Analysis | Strategic Planning | Product Development | Product Roadmap | Portfolio Strategy | Business Development | Agile | Agile Development | Marketplace Platform

Projects: Don't Skimp on Quality



Kimberly Hill (She/Her) • 3rd

Business Development @ TikTok | Logistics | PSBJ 40 under 40

Talks about #amazon, #retail, #ecommerce, and #entrepreneurship

Los Angeles Metropolitan Area: [Contact info](#)

3,977 followers · 500+ connections



TikTok
Northwest University

03

خلاصه حرفه‌ای کوتاه و اثرگذار

با کمک هوش مصنوعی با استفاده از رزومه خود یک خلاصه‌ای از زندگی حرفه‌ای خود بنویسید

04

تجربیات کاری و مهارت‌های کلیدی
دستاوردها و مسئولیت‌های خود را یادداشت
کنید

Experience



Marketing Consultant | Growth, Digital and Marketing Strategy

Freelancer

2013 – Present · 7 yrs

Australia

I help mid-sized to large organisations like Salesforce, Oracle, Zalora, Dayspring, MinMed (and more) develop + execute growth strategies. Companies choose to work with me for my ability to drive demand up and increase customer lifetime value.



Head Of Marketing

Value Investing College

2016 – 2018 · 2 yrs

Singapore

Led the marketing and sales department in a coordinated effort to hit revenue targets. Strategies include both online & offline activities. Tactics: Facebook Ads, Content Syndication, LinkedIn Ads, Sales prospecting and cadence development.



Demand Generation | Account-Based Marketing | Digital Marketer | Contract Role

LinkedIn · Contract

2015 – 2016 · 1 yr

Australia

Key responsibilities are to develop, manage and execute digital marketing campaigns on



چطور شبکه حرفه‌ای بسازیم؟



connection

اتصال با همکاران و مدیران داخلی



Follow Company

دنبال کردن شرکت‌ها و صنایع مرتبط



Join the Group

شرکت در گروه‌ها و انجمن‌های تخصصی



Network

ارسال پیام کوتاه و حرفه‌ای برای معرفی خود

This screenshot shows the LinkedIn profile of Yuanjing Zhu. At the top, there's a navigation bar with icons for Home, My Network, Jobs, and more. Below the header is a large circular profile picture of Yuanjing Zhu, followed by her name "YUANJING ZHU" and title "DATA SCIENCE". Her contact information is listed as "yz792@duke.edu | 919-972-9785".

The main content area displays Yuanjing's professional experience: "AI Engineer | Data Scientist@PRGX Inc." and "Duke Master in Interdisciplinary Data Scienc...". It also shows her location as "Atlanta, Georgia, United States" and her connection count: "1,963 followers · 500+ connections".

Below this, a section titled "Dennis Sawyers is a mutual connection" is shown with a "Follow" and "Message" button. A "More" button is highlighted with a blue arrow. A pink arrow points from the "More" button to a dropdown menu.

The dropdown menu contains the following options:

- Send profile in a message
- Save to PDF
- Connect (highlighted with a pink arrow)
- Report / Block
- About this profile

At the bottom of the profile page is a section titled "About" with a bio describing Yuanjing's passion for data science and her work on optimization models and web apps.

This screenshot shows the LinkedIn "My Network" page. At the top, there's a navigation bar with "Home", "My Network" (highlighted with a red arrow), "Jobs", "Messaging", "Notifications", "Me", "Work", and "Advertise".

The main content area is titled "Manage my network" and lists various categories with their counts:

- Connections: 4,466
- Contacts: 2,044
- People I Follow: 80
- Groups: 16
- Events: 12
- Pages: 83
- Newsletters: 6
- Hashtags: 38

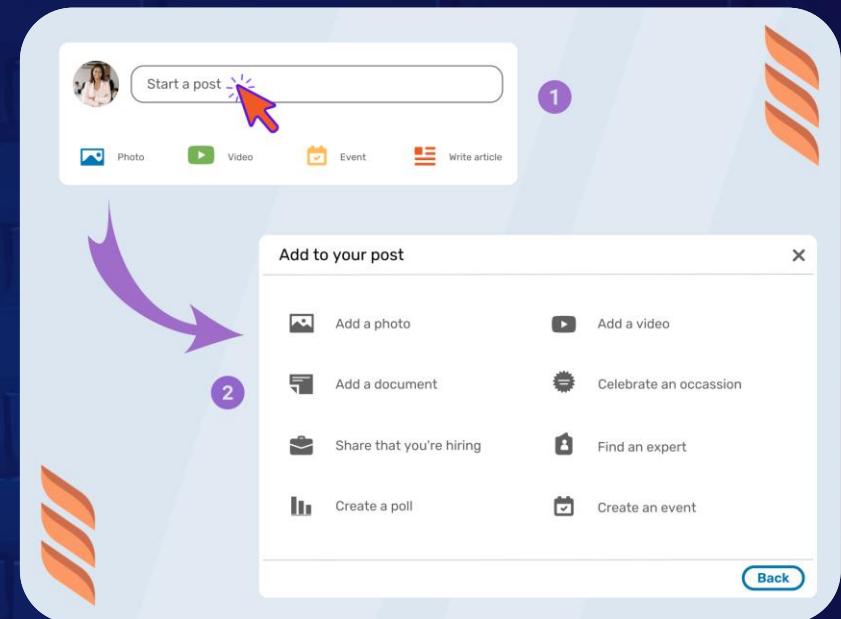
A "Show less" button is present. Below this is a promotional banner: "Your dream job is closer than you think" with a "See jobs" button.

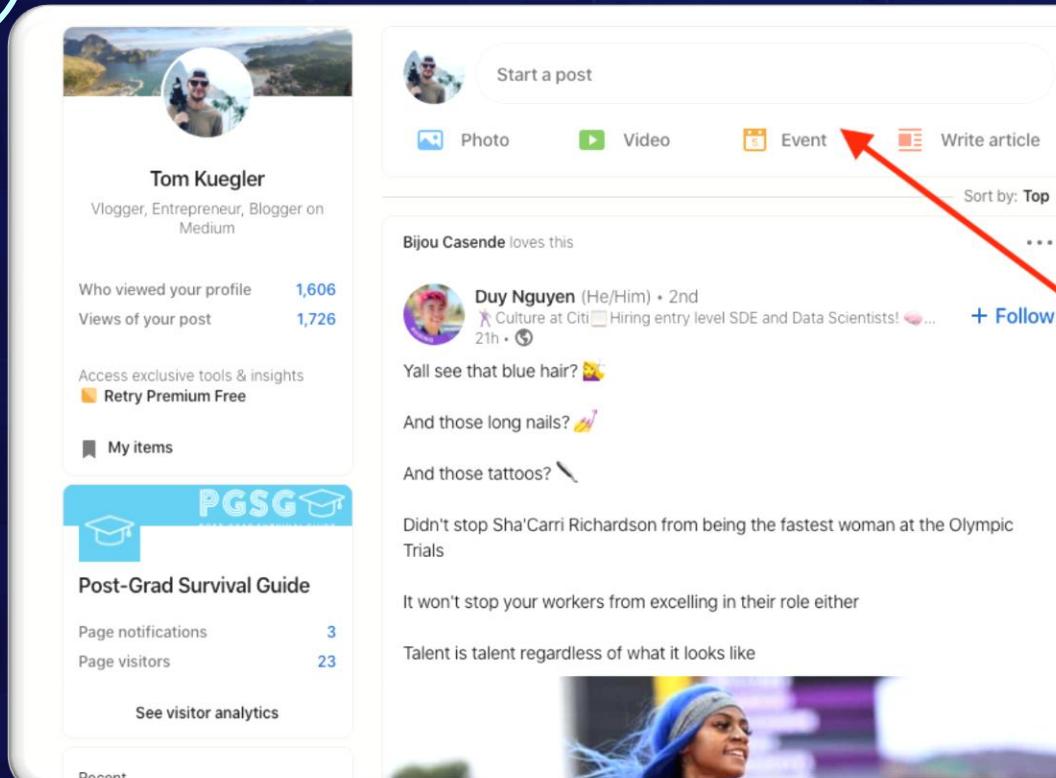
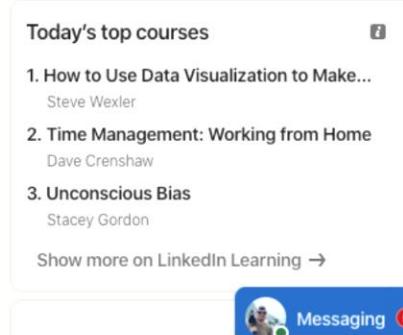
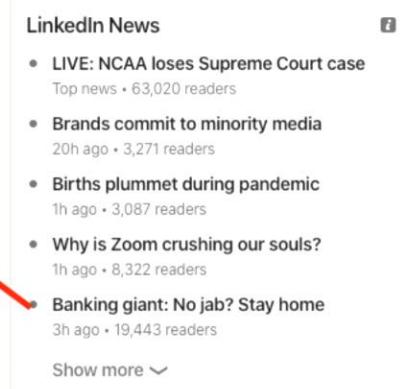
The page then displays a grid of profiles for people in the "Human Resources industry" and "Jobs in NGOs, International Development Jobs, Non Government Vacancies". Each profile includes a small photo, name, title, company, and a "Connect" button.

شبکه سازی و بالا بردن کانکشن

چطور دیده شویم و اعتبار بسازیم؟

به اشتراک‌گذاری اخبار و موفقیت‌های شرکت
نوشتن مقالات کوتاه و تخصصی
لایک و کامنت حرفه‌ای روی پست‌ها
دعوت به تعامل با مخاطبان کلیدی





Tom Kuegler
Vlogger, Entrepreneur, Blogger on Medium

Who viewed your profile 1,606
Views of your post 1,726

Access exclusive tools & insights [Retry Premium Free](#)

[My items](#)


Post-Grad Survival Guide

Page notifications	3
Page visitors	23

[See visitor analytics](#)

[Recent](#)

Bijou Casende loves this

Duy Nguyen (He/Him) • 2nd
Culture at Citi Hiring entry level SDE and Data Scientists!

+ Follow

Yall see that blue hair?

And those long nails?

And those tattoos?

Didn't stop Sha'Carri Richardson from being the fastest woman at the Olympic Trials

It won't stop your workers from excelling in their role either

Talent is talent regardless of what it looks like



LinkedIn News

- LIVE: NCAA loses Supreme Court case Top news • 63,020 readers
- Brands commit to minority media 20h ago • 3,271 readers
- Births plummet during pandemic 1h ago • 3,087 readers
- Why is Zoom crushing our souls? 1h ago • 8,322 readers
- Banking giant: No jab? Stay home 3h ago • 19,443 readers

Show more ▾

Today's top courses

- How to Use Data Visualization to Make...
Steve Wexler
- Time Management: Working from Home
Dave Crenshaw
- Unconscious Bias
Stacey Gordon

Show more on LinkedIn Learning →

 Messaging 5

 LinkedIn

Primavera Infraestrutura na Átomos Móveis →

Primeros pasos en la programación de aplicaciones móviles →

Primeros pasos en la programación de aplicaciones móviles →



ممنون از توجهتان

