Soft Skills Training

Linkedin Profile Building

What is Linkedin?

LinkedIn is the world's largest professional networking website. You can use it to build connections in your industry and to stay in touch with colleagues, past, and present.

Purpose of having a Linkedin Profile:-

LinkedIn enables you to network with people and professional organizations in your industry. This is a great way to stay up to date with the latest developments and to share information with others in your field.

Benefits of having a Linkedin Profile:-

1. Stay Connected and Get Employed
2. Give prominence to your brands
3. Promote your skill set
4. Gain exposure to prospective employers /recruiters
5. Demonstrate your knowledge
6. Follow companies or industries and as a search tool

Steps for creating a Linkedin Profile:-

Step 1: Go to the official website of LinkedIn i.e. in.linkedin.com.
Step 2: Click on the join in or sign up button on the top right corner.
Step 3: A new page will open.

Step 4: Fill up the details, like your first and last name, email address, and password.

Important features of Linkedin:-

1. My network: For managing your connections.
2. Jobs: For finding and posting new job opportunities.
3. Groups: To gather communities for niche-specific discussions.
4. In-mail and Messaging: To communicate with your connection and their connections.

Role of Linkedin in building your career:-

When it comes to searching for jobs, LinkedIn can be a powerful resource. It allows employers to post job openings on the site (like any online job board), and you can search for these openings using the job search tool. LinkedIn also allows you to use your connections to find new positions and ask for recommendations.

Tips for building an effective Linkedin Profile:-

#1 Fill Out Your Profile Thoroughly
#2 Make a Custom Profile URL
#3 Pick the Right Profile Photo
#4 Get Your Headline Right
#5 Create a Summary That Stands Out
#6 Optimize Your Experience Section
#7 Keywords, Keywords, Keywords
#8 Show Off Your Work