

correlation.:one  
TECH FOR JOBS



# SESSION GOALS

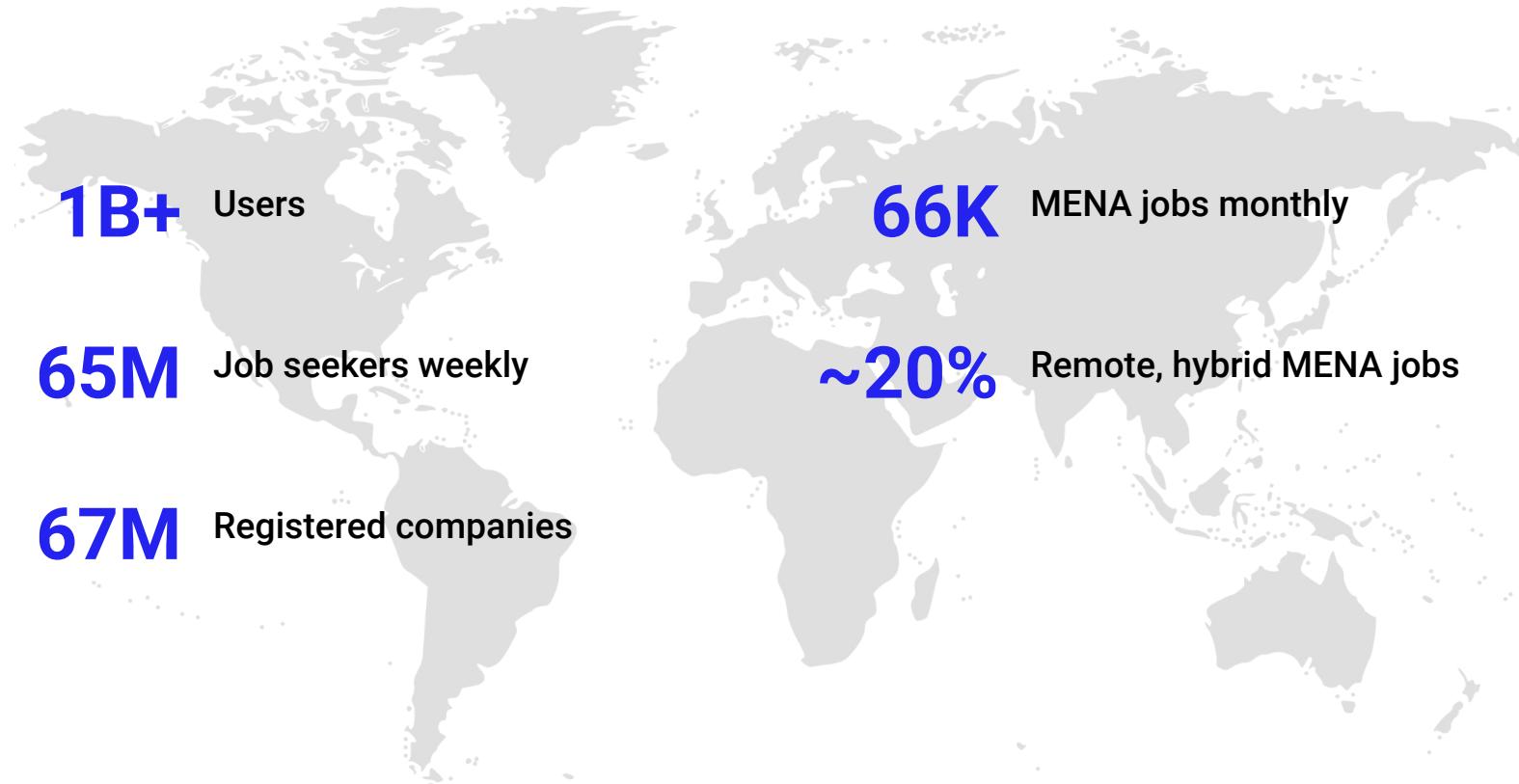
**By the end of this session, you will be able to:**

- Understand LinkedIn's platform fundamentals
- Create and optimize a compelling LinkedIn profile
- Recognize and avoid common mistakes
- Spot and apply best practices for building meaningful professional relationships online



**Just how significant is LinkedIn?**

# Why LinkedIn Matters



# Why LinkedIn Matters

**1.92M** Users

**~800** Jobs monthly

**50%** Largest age group is 25-34

**18K+** Jordan-based employers

**33%** Are women



LinkedIn

29,413,386 followers

1w ·

...

Whether it's learning a new skill or nurturing your network, getting an early start on your resolutions can set you up for success in 2025.

New year, new opportunities—how do you plan on leveling up in 2025?

The author can see how you vote. [Learn more](#)

Improve work-life balance

49%

Build a stronger network

30%

Take LinkedIn Learning courses

12%

Find new coaches / mentors

8%

20,225 votes • Poll closed

**LinkedIn posted this poll on their page in December, 2024.**

What's your take?



A LinkedIn Story



## Diana Ishaqat

Top 50 MENA Voice in Women's Empowerment | Multidisciplinary Development Practitioner & Heritage Artist | Managing Regional-scale Education and Employment Programs in the MENA

Amman, Jordan · [Contact info](#)

[Projects and Writing Samples](#) ▶ ↗

53,609 followers · 500+ connections

## Why LinkedIn?

*My belief is that information can shift the story of a person, and opportunities must not only circulate in small social circles.*

## Categories:

**Top 20 LinkedIn Profiles in Jordan**

**Top 50 in Women Empowerment in the MENA**

## Followers

65K+

## Post Impressions

55K+

## Search appearances

400+, weekly

## What's in for me?

*With algorithms and networking, you often get what you give.*

# Every minute, six people find jobs on LinkedIn.

Sources: [Harvard Business Review, 2023](#)



134.5 million daily users.

90% of recruiters use LinkedIn.



Adding more details on your LinkedIn profile can boost your income between 3%-21%.

# If you're not on LinkedIn (yet)...



**Own your narrative-  
employers will look up  
your name.**



**Met a potential lead?  
Continue the conversation.**



**Expand the pool-  
opportunities come as posts,  
job postings,  
and messages.**

**Solid case to make or update a profile?**

**Let's get started.**



# Building, updating and optimizing a LinkedIn profile

# Profile Sections



First, Last Name

Headline (220 characters max)

(#) followers · 500+ connections

[Join to view profile](#)

- correlation.one Your workplace
- University/higher ed.
- Website(s) and links



**ALL-STAR**  
Achieved

You're all set. Members with all-star profiles see more relevant feed updates and receive more profile views.



Current position, Industry, Photo, Summary, Location, Add 5 skills, Education



## Professional Profile Photo

**21x** more profile views

**9x** more connection requests

## Full Official Name (First, Last)

## Connections Display

After reaching 500 connections, your profile will show '**500+**'.

# Profile Sections

## Core



- About
- Education

List your educational background to improve searchability and create common ground with your network.

### - Position

### - Experience

Include current and previous workplaces to enhance profile discoverability.

### - Career break

### - Skills

22 endorsements

Type

✓ Please select

- Bereavement
- Career transition
- Caregiving
- Full-time parenting
- Gap year
- Layoff/position eliminated
- Health and well-being
- Personal goal pursuit
- Professional development
- Relocation
- Retirement
- Travel
- Voluntary work

## Recommended



### - Featured

### - Licenses & certifications

Such as PMP (Project Management Professional), PMD (Program for Management Development)

### - Projects

May include projects on GitHub, Behance, personal website

### - Courses

E.g courses on Google Digital Garage, LinkedIn Learning, Coursera.

### - Recommendations

## Additional



### - Volunteer experience

Check the UN Volunteer online portal, ReliefWeb

### - Publications

### - Patents

### - Honors & awards

### - Test scores

Scores from popular tests such as TOEFL (Test of English as a Foreign Language), and IELTS (International English Language Testing System)

### - Languages

### - Causes



## Tell your network on LinkedIn about the Tech for Jobs Fellowship:

To add this milestone to your LinkedIn profile, follow these simple steps:

1. Go to your LinkedIn homepage and click **View Profile**.
2. In the **Intro** section, click **Edit** and select **Add New Position**.
3. For the **Title**, type “Fellow,” and for **Company Name**, type “[Training and Competitions by Correlation One](#).”

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Human-led, AI-assisted learning experiences

.:C1  
Training

**Training and Competitions by Correlation One**  
Free digital and data skills training for professional learners.  
E-Learning Providers · 16K followers · 5K alumni

**5,130 alumni**

Search alumni by title, keyword or company

# Checklist

## Profile and Cover Photo

- Photo:** Professional, well-lit, shoulders up, neutral background
- Cover photo (if any):** complements the profile photo
- Headline:** Contains role, industry keywords, and unique value prop
- Name:** Check pronunciation guide if needed
- Profile URL:** Customized without random numbers



## Experience

- Job titles** match your official titles (check with HR if needed)
- Roles** have 3-5 description points each
- Accomplishments include **metrics** where possible (%, \$, scale)
- Company names link to correct **company pages**
- Dates** are accurate and consistent in format



## About Section

- Tells your professional story, not just job history
- Includes relevant **keywords** for your industry
- No large text blocks - uses short paragraphs



## Network Quality

- Connected** with current colleagues and university/college/school alumni
- Follow** relevant companies in your industry



## Skills and Endorsements

- Skills** match keywords from desired job descriptions
- Endorsements** from relevant connections are visible
- Skills section supports claims in **About** and **Experience**



Break Time 😎  
Coming back in 10 minutes 💪

# Welcome back!

How are things so far? Let us know on live chat!

-  You can add a video next to your name to explain how its pronounced 
-  LinkedIn is available in Arabic 
-  The more the followers, the more the visibility 
-  All jobs on LinkedIn are legitimate and verified 



**What do I write and share?**



## Career Updates

- New jobs, promotions
- Graduation
- Certification
- Progress in a field



## Jobs

- Open positions
- Onsite, remote, and hybrid jobs
- Easy Apply option



## Ads



## Newsletters



## Blogs



## Events

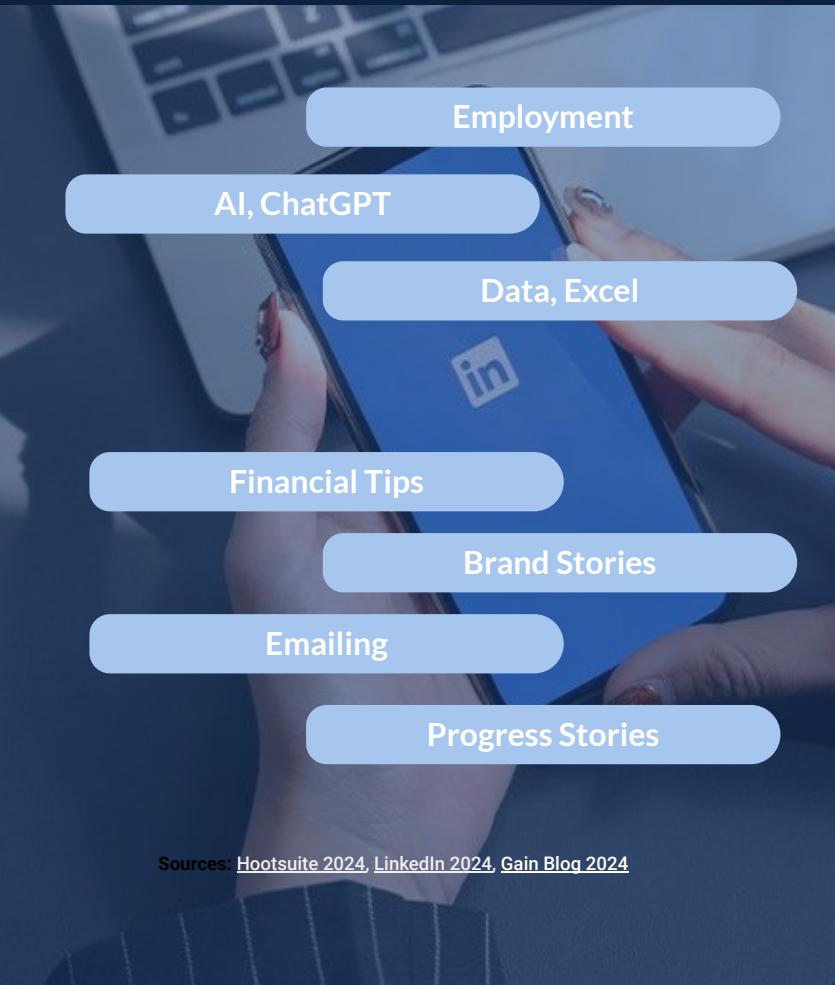
- Introductions
- Leads and conversations
- Profile promotion



## Networking



## LinkedIn Learning Courses



## LinkedIn is not primarily designed for content to go “viral”.

### Content Formats

Prefers: Videos > Single Photos > Multiple Photo Albums

*(Unless album tells cohesive professional story)*

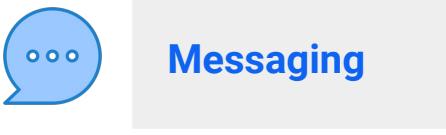
### Spam Detection

Actively filters: Excessive hashtags, suspicious profiles, spamming messages and comments

### Beyond Work Content

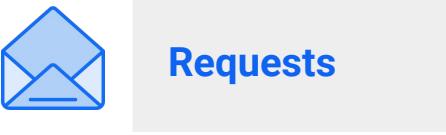
Supports non-work content if it's: Newsworthy, Educational, Scientific, or Artistic with professional context

?? [REDACTED] 2:00 AM [REDACTED] How r u [REDACTED] 1:45 PM [REDACTED] Dear Dania Hope this message finds you well



## Messaging

- Generic messages with no context
- Mass connection requests
- Immediate sales pitch after connecting



## Requests

- Asking favors without building relationship
- Demanding urgent responses from strangers
- Making big requests without reciprocity



[REDACTED]  
LinkedIn Member in • 3:07 AM

This message may contain unwanted or harmful content.  
[View message anyway](#)

10:52 AM

4d • 🎯

Law school is stupid.



0:2



## Boundaries

- Personal/informal language
- Off-topic conversations
- Unsolicited personal advice, or direct solicitation



## Promotions

- Self-promotional spam
- MLM/pyramid scheme pitches
- Unsolicited service offerings



Dear,

Interested in a new opportunity?  
Please accept my invitation in order to discuss  
further.

Have a great day,

Kind Regards,

12:43 AM

انني حالياً مقيمة بأي دولة 😊

Focused

Other

# Connect mindfully



*A suitable time for you is not suitable time for someone else.*

*Holidays for you aren't holidays for someone else.*

*An urgent request from you isn't an urgent priority for someone else.*

*An advice you're asking for for free may be someone's paid service.*

*If a contact is not replying to you at the moment on LinkedIn yet still engaging online, maybe they don't have the capacity to reply to your request specifically at the moment.*

## What triggered LinkedIn's Algorithm here?

- Posts attempted twice, containing UN-related content receiving under 20 impressions
- Both direct links and "below" reference formats affected
- Significant underperformance compared to typical posts

External Link

Fraud Prevention



Prioritizing user protection

Algorithmic Deprioritization



Diana Ishaqat • You

Top 50 MENA Voice in Women's Empowerment | Multidisciplin...

5d •

Call for Applications: OHCHR-EAA Youth Rights Academy (7-11 July 2025)

[United Nations Human Rights](#) is organizing an academy in Geneva for human rights defenders ages 18-30, with a minimum of 2 years of experience in advocating for human rights, including the rights of young people, at local, national, regional, or international level.

Deadline: January 12th, 2025.

Link can be found below

1 comment



▼

Like

Comment

Repost

Send

17 impressions

[View analytics](#)

# Engagement Case Studies

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4mo • 

Use this weekend to transform your career path or get experience in data and tech (training+ job placement) with the Tech for Jobs opportunity for residents of Jordan from all nationalities, with or without a background in technology majors!

You're encouraged to apply as soon as possible 

#TechforJobs

**Tech for Jobs**  
[correlation-one.com](http://correlation-one.com)

 8  
 Like  Comment  Repost  Send

 2,297 impressions [View analytics](#)

No specific areas

Mentions “nationality”

Less clarity on benefits

Low initial engagement

 Diana Ishaqat • You  
Top 50 MENA Voice in Women's Empowerment | Multidisciplinari...  
4mo • 

 Based in Jordan and interested in remote jobs, switching to tech and data domains, or gaining skills in AI, data analytics and careers of the future?

Apply to Tech for Jobs for training, 1-1 career mentoring with dedicated professionals, and job placements before September 8th, 2024. The opportunity is entirely funded and comes with academic and technical support.

 **USAID** Tech for Jobs  
[correlation-one.com](http://correlation-one.com)

 63  
7 comments • 8 reposts  
 Like  Comment  Repost  Send

 9,602 impressions [View analytics](#)

Has a deadline

Uses a question

Got reposts

Link preview available

## Open To Work



### Pros:

- Increases visibility to recruiters and network
- Can also be visible only to recruiters (private mode)

### Cons:

- Attracts irrelevant job spam
- Could impact current workplace relationships



## Hiring



### Pros:

- Increases company visibility
- Networks know you're expanding

### Cons:

- May signal high turnover to competitors
- Attracts recruitment agencies spam

## Profile Legitimacy

- Generic profile photo or stock image
- Location doesn't match claimed workplace
- Verify educational institutions exist
- Look for engagement on posts (comments, likes)
- Check connections and their legitimacy

## Job Legitimacy

- Company page activity, logo, address, website. Do they match?
- Who else on LinkedIn has the same title, and since when?
- Employees- total, locations, backgrounds, other employers.

GREETINGS!  
You are invited to contribute a book chapter to our Book Series 2022-2023. Please pick a topic of your choice adhering to the main theme of the series i.e. Climate change, food security, climate-smart agriculture, and water. You are requested to send me a

Look up on search engines

Check the company's website

Ask for formal email





# Briefly on Personal Branding

**Personal branding** is a process that defines the set of elements which make you different from others. On LinkedIn, personal branding shows the interaction between the value, unique knowledge and individual touch each one of us has in a professional context.

Quality> Quantity

Consistency> Engagement

Authenticity> Ego

Professionalism> Short-term wins

# Personal Branding- Activity Time!



## THE ADVOCATE

You are a big fan of the support reaction.



## THE CONTRIBUTOR

You add your expertise to as many collaborative articles as you can.



## THE COMEDIAN

You like to end your posts with a playful punchline.



## THE POET

You can turn anything into a metaphor for SaaS marketing.

# Closing Tips

## Views Notifications

Depends on your privacy settings + subscription

## Profile vs. Page

Business, organizations and entities must be a page, as opposed to a profile.

## Follow vs Connect

No personal or solid connection? Consider “following”

## Newsletters and Groups

Keep them focused, avoid clutter in your email and inbox.

## Viewers you might be interested in



79 work at Training and Competitions by Correlation One



26 work at Correlation One



12 work at Upwork



1,830 found you through Homepage



28 work at companies with open roles you may be interested in



5 are senior leaders who share your job function



52 have connections who may be hiring for roles that match your job function

# Discussion