



Module 2 - Recap card

LinkedIn: the professional social network

84% of people who looked for a job on social networks found it on LinkedIn!

The main features

- Choose your **profile photo**: it should be recent, well-framed and professional.
- Choose your **profile banner**: to communicate more about yourself and your professional interests.
- Personalise your **title** and **professional summary** creatively, showing your motivation and using relevant keywords: this is your business card.
- Present your **career path** clearly and in detail, mentioning your key skills.
- Highlight your **educational background** by highlighting the most relevant subjects and skills.
- Add your CV or portfolio.
- **Search for a job**, using the filters to target your search more effectively, and saving the offers that are most interesting to you.



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Tips for improving the visibility of your profile

- Ask for (and give) **recommendations** to boost your credibility.
- **Join relevant groups** linked to your sectors of activity or interests.
- Follow interesting pages or content creators.
- **Share relevant content** by publishing articles or comments on subjects related to your area of expertise.
- Be active on LinkedIn and **update** your profile regularly.
- **Networke** actively, by adding relevant contacts and taking part in events or conferences, both online and face-to-face.