Digital Transformation
Worldwide Members

LinkedIn: Global Professional Network

546M+ Members
I’m eating a #grape

I like lemons

Here’s a video of me eating a melon

Here’s a great photo of some pears

This is where I bob apples

Here’s how to make a great smoothie

I’m listening to “Raspberry Beret”

Anyone want some bananas?

Snap of my fruit face!
➢ My skills include apple picking
➢ I’m qualified in banana peeling
➢ I work in the fruit industry
➢ I’m interested in the future of fruit freshness
➢ I’m connected to fruit growing experts
➢ Here’s a video / photo / recipe for a smoothie
➢ Here’s my blog about the best fruit diet
We empower our members to

Stay connected

Stay informed

Advance their career
Create economic opportunity for every member of the global workforce
Connect the world’s professionals to make them more productive and successful
The Economic Graph

People
Companies
Jobs
Skills
Education
Professional knowledge
Members growth

- 2003: 0M
- 2004: 75M
- 2005: 150M
- 2006: 225M
- 2007: 300M
- 2008: 375M
- 2009: 32M
- 2010: +546M
- 2011: 0M
- 2012: 0M
- 2013: 0M
- 2014: 0M
- 2015: 0M
- 2016: 0M
- 2017: 0M
- 2018: 0M
Mobile access

Mobile traffic is calculated as a % of LinkedIn member-only unique visitors; calculated using Q4 average for each year.
Who you are
First impressions

The importance of:
• Your Photo
• Your Headline
• Your Summary
Add a professional photo

More views with a profile photo than without

Source: https://www.corp.linkedin.com/wiki/cf/display/PRT/Value+statements+for+Profile+Editing
Write an attention-grabbing headline

Explain what it is you do

Show your passion and value

Use Keywords to help being found
Being Found

the importance of keywords
Draft a compelling summary

Focus on career accomplishments and aspirations

Recommend 40 words or more

Include keywords – not buzzwords

Bring to life with rich media links
Being impressive

Your Career
Your Achievements
Your Work
Your Enthusiasm
Detail your past work Experience & Education

User Experience Designer
LinkedIn
May 2014 – Present (1 year) | United States
- 1 project

Filmmaker/ Multimedia Designer
HAI Freelance
January 2013 – April 2014 (1 year 4 months) | United States

Multimedia Designer
Zodiac Aerospace
2012 – April 2014 (2 years)
Mr. Ahmed was part of an in-house design team which was responsible creative design. He was directly responsible for various multimedia needs, including but not limited to: web development, photography, motion graphic concept and design, video concept and production. Mr. Ahmed was initially hired for internal photo documentation and graphic design, however after displaying proficiency in video production, motion graphics and web development created a position for himself as multimedia designer.

Notable Projects
Conceiving and creating video piece for ISIS Bin to be used by sales team at customer pitches.

Source: https://www.corp.linkedin.com/wiki/cf/display/PRT/Value_statements_for_Profile+Editing
Add examples of your work in photos, presentations, videos & blog posts

Give a dynamic, visually appealing representation of your professional story
Volunteer Experience & Causes

**Designer**
East Palo Alto Charter School  
2007 – Present (8 years)  |  Education  
I've worked on a variety of design projects for EPACS, from identity systems, to apparel, to posters for fundraising.

Board Member; Co-Chair, Marketing & Communications Committee  
LinkedIn for Good for Employees  
January 2015  |  Economic Empowerment  
Shaping stories and experiences that inspire LinkedIn employees to engage with opportunities for social impact.

https://linkedinforgood.linkedin.com/

Opportunities Hasan is looking for:
- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

Causes Hasan cares about:
- Children  
- Education  
- Environment  
- Health  
- Science and Technology

Organizations Hasan supports:
- Sierra Club

Include Volunteer Experiences & Causes

More profile views than those without

Source: https://www.corp.linkedin.com/wiki/cf/display/PRT/Value+statements+for+Profile+Editing
Add skills and get endorsed for them

Include a mix of high level and niche skills

Skills and endorsements contribute to elevation in search results…

…so don’t be shy!
Collect valued Recommendations

1. Access Privacy & Settings.
2. Manage your recommendations.
3. Review your recommendations.

Quality rather than quantity – look for 1 or 2 relevant recommendations.
Go for 100% profile completion
Add and maintain on a regular basis

100% complete profiles are 40x more likely to receive opportunities.
Manage your Personal Settings

You control your privacy
Who you know
Opportunities do not float around like balloons. They’re tied to people.
Connect to people you know…

Friends

Fellow students on your course

Family / Family friends

Tutor / Lecturer

Career Services

Colleagues from work

…who know other people…
You don’t know the future
Someone you connect to today could be the key to a future unknown opportunity
Netiquette

Contacting the *right people* in the *right way*
Grow your network
Send personalised invitations with context

Start at the profile to ensure you have the option to create a personal message.

David Thompson
Recruiter at BNY Mellon
London, United Kingdom | Human Resources
Pre-Previous: Vodafone, Northern Trust, Various
Education: Birmingham City University

Includes:
- Connect
- View in Recruiter

How do you know David?
- Colleague
- Classmate
- We've done business together
- Choose a company...
- Friend
- Other
- I don't know David

Include a personal note: (optional)

Dear Mr. Thompson,
I met you at the career fair on campus last week. I was very impressed by BNY - it looks like an exciting and inspirational place to work. Please consider connecting so we can discuss future job opportunities?

Thanks,
James Smith

Important: Only invite people you know well and who know you. Find out why.
Grow your network
Send personalised invitations with context

On mobile:

Start at the profile to ensure you have the option to create a personal message.
Your actions define how people perceive you
Engage your network
Your Professional Brand is defined by how you interact with people

- Like, Share, Comment
- Post your own Content
- Publish a Blog Post
What you know
The most relevant professional insights, news, knowledge and people
Find and join Groups

Participate in discussions related to your industry
Finding the right Group

Search for the right Groups – for example Sector
Finding the right Group

Search for the right Groups – for example Company
Finding the right Group
Definitely join your university Alumni Group

All members in shared Groups are considered part of your network – you can view their full profiles.

Find via your University Page on LinkedIn
Find and Follow Employers

Receive the latest news, updates and opportunities from companies in which you are interested.
Research companies on LinkedIn
Do you feel an attraction? A connection?

- Company mission, products and services
- Company culture and employees’ skills
- News about the company, industry and competitors
- Information about the role – search for members already in the job
- Information about the person interviewing you
Build your knowledge

Discover content that matters to you

<table>
<thead>
<tr>
<th>Recommended for you</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liz Ryan, CEO and Founder, Human Workplace</td>
</tr>
<tr>
<td>Robert Hertzberg, Head of LinkedIn’s Skunk Tank and Founder of HypeSquad Group</td>
</tr>
<tr>
<td>Blake Mycoskie, CEO of Zappos.com</td>
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<tr>
<td>Tony Hsieh, CEO of Zappos.com</td>
</tr>
<tr>
<td>A.J. Jacobs, Author, Lecturer and Editor at Large of Esquire magazine</td>
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<tr>
<td>Economy, 4,204,998 followers</td>
</tr>
<tr>
<td>Online Advertising, 477,030 followers</td>
</tr>
<tr>
<td>Big Data, 779,935 followers</td>
</tr>
<tr>
<td>Android Community, 6,504,102 followers</td>
</tr>
<tr>
<td>Technology, 42,590 followers</td>
</tr>
<tr>
<td>Michelle Rhee, Founder and CEO, TeachForNigeria</td>
</tr>
<tr>
<td>Phil Baumann, Strategist at IBM</td>
</tr>
<tr>
<td>Brian Wong, Founder and CEO at Kipster</td>
</tr>
<tr>
<td>Bruce Broussard, President and CEO at Humana</td>
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<tr>
<td>Joe Mansueto, Chairman and CEO at Morningstar</td>
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</tbody>
</table>

A SMARTER READ IN MORE WAYS THAN ONE
Follow what interests you to get personalized news and insights.
Gain insights from top industry leaders
Take a look at alumni from your university…
Check out your University Page
Check out your University Page

<table>
<thead>
<tr>
<th>University of Milano Career Insights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where they live</td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td>146,936 Italy</td>
</tr>
<tr>
<td>78,560 Milan Area, Italy</td>
</tr>
<tr>
<td>7,147 Varese Area, Italy</td>
</tr>
<tr>
<td>7,010 Monza and Brianza Area, Italy</td>
</tr>
<tr>
<td>5,561 Bergamo Area, Italy</td>
</tr>
<tr>
<td>4,317 Como Area, Italy</td>
</tr>
<tr>
<td>2,699 Brescia Area, Italy</td>
</tr>
<tr>
<td>2,581 United Kingdom</td>
</tr>
<tr>
<td>2,461 Lecco Area, Italy</td>
</tr>
<tr>
<td>2,248 Switzerland</td>
</tr>
<tr>
<td>1,954 Novara Area, Italy</td>
</tr>
<tr>
<td>1,683 United States</td>
</tr>
<tr>
<td>1,566 Rome Area, Italy</td>
</tr>
<tr>
<td>1,535 London, United Kingdom</td>
</tr>
<tr>
<td>1,307 Spain</td>
</tr>
</tbody>
</table>

152,840 alumni
Your alumni data

<table>
<thead>
<tr>
<th>What they studied</th>
<th>What they are skilled at</th>
<th>Now you are connected</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,248 Economics</td>
<td>42,946 Microsoft Office</td>
<td>139,432 2nd</td>
</tr>
<tr>
<td>3,777 Marketing</td>
<td>20,171 Management</td>
<td>15,476 2nd</td>
</tr>
<tr>
<td>3,293 Computer and Information Sciences etc.</td>
<td>26,771 Microsoft Excel</td>
<td>169 1st</td>
</tr>
<tr>
<td>2,957 Law</td>
<td>25,776 English</td>
<td></td>
</tr>
<tr>
<td>2,806 Political Science and Government</td>
<td>22,247 Social Media</td>
<td></td>
</tr>
<tr>
<td>2,664 Computer Science</td>
<td>20,218 Customer Service</td>
<td></td>
</tr>
<tr>
<td>2,699 Physics</td>
<td>19,727 Microsoft Word</td>
<td></td>
</tr>
<tr>
<td>1,758 International/Global Studies</td>
<td>18,897 Research</td>
<td></td>
</tr>
<tr>
<td>1,716 Communication, General</td>
<td>18,571 Marketing</td>
<td></td>
</tr>
<tr>
<td>1,715 English Language and Literature</td>
<td>18,252 Project Management</td>
<td></td>
</tr>
<tr>
<td>1,646 Chemistry</td>
<td>16,742 Public Relations</td>
<td></td>
</tr>
<tr>
<td>1,458 Philosophy</td>
<td>15,810 Microsoft PowerPoint</td>
<td></td>
</tr>
<tr>
<td>1,243 International Relations and Affairs</td>
<td>14,871 Marketing Strategy</td>
<td></td>
</tr>
<tr>
<td>1,216 Business Administration and Management</td>
<td>13,743 Negotiation</td>
<td></td>
</tr>
<tr>
<td>1,209 Information Technology</td>
<td>13,514 Teamwork</td>
<td></td>
</tr>
</tbody>
</table>
Your alumni data
Study career paths | Identify contacts & mentors
Your alumni data

Study career paths | Identify contacts & mentors

Click to get career summary

Shows mutual connections – great for an introduction
The **top 5** things you should do **now**:

1. Complete and enhance your **personal profile**
2. **Connect** and grow your **network**...
3. Join **2 or 3 relevant networking Groups**
4. **Follow** companies, industries and people you are interested in – and check out where you have **alumni**...
5. Be an active **collaborator** – share, update your status, discuss, post... **GIVE** to your network.
LinkedIn Resources

LinkedIn Higher Education Resources hub:
https://university.linkedin.com/

LinkedIn UK Student website:
https://students.linkedin.com/uk