

LinkedIn & Personal branding

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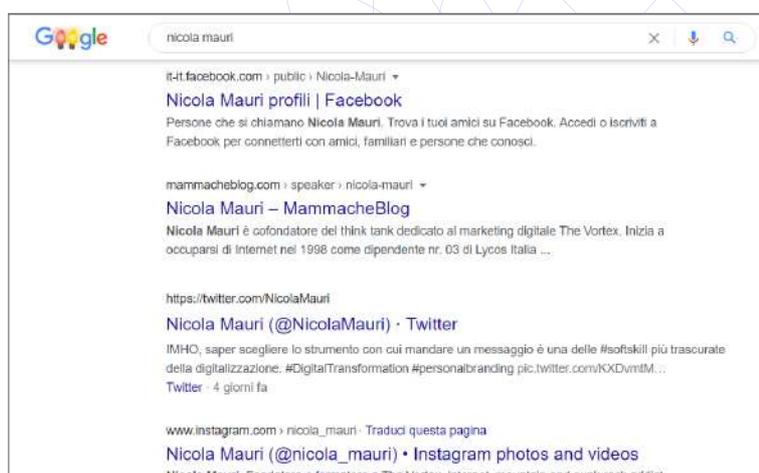
Introduction

There is no second occasion to make a first good impression. Even online.



Your interlocutors will want to form an opinion, even if preconceived and decontextualized, before meeting you.

Google Yourself



Always think:

What would I like recruiter to find about me?

Choose to show the best infos that can emphasize your best qualities and skills. Maybe it is related to your job? Maybe it is something you do in your free time? Choose a couple things to characterise your image as a professional candidate.

What do I think of a person that has no profile at all on the Internet, that does not appear in any research...?

Choose wisely which profiles to open to the public, like LinkedIn, and which should be private, maybe some social media profile in which you could use a funny name instead of yours?

Profile Picture

If LinkedIn was
a place, it will be
like this:



So, for choosing the best profile picture, think
about having to attend this event!

- Dress as you were attending a work meeting.
- Good lighting.
- Show your face and a little bit of the jacket.
- Smile!



Yes



No

Profile Structure

Let's scroll down your profile and understand how to manage each section!



- 1** The cover image: it should be related to your personality and show uniqueness. Try with a sentence or a photo of you at work!
- 2** Name and surname.
- 3** Your actual job position.
- 4** The city in which you work.

Profile Structure

Informazioni **5**

Dopo oltre 12 anni di esperienza nel mercato digitale e della pubblicità, nel 2011 partecipo alla creazione di The Vortex, la prima società di formazione dedicata ai temi del digitale.

... visualizza altro

In primo piano **6**

Vedi tutti < >

Non prendere decisioni senza prima aver consultato i numeri. Non lasciare che i num...

I dati

Quando mi chiedono qual è il trucco per parlare in pubblico, la mia prima risposta è...

Se improvvisi

Ci sono cose per talento, altre atti

- 5** Information box: here you should introduce yourself, spend some words to explain who you are, apart from what's your job. Be catchy, write something that makes recruiters understand your personality and aspirations.
- 6** Highlights: in this section you can upload files such as your CV, you can make a link to an external website or profile, for example a social profile that you use in a professional way. This will add value to your presentation.

Profile Structure

Attività **7**
6,265 follower

quanta verità Maurizio
Nicola ha risposto a un commento

grazie stefano
Nicola ha risposto a un commento

se non dedichi tempo a quello che scrivi, come puoi pretendere che poi...
Nicola ha risposto a un commento

nella nostra esperienza Massimiliano, il contenimento di whatsapp nella sfer...
Nicola ha risposto a un commento

[Visualizza tutte le attività](#)

Esperienza **8**

THE VORTEX
10 anni

Fondatore e Formatore
gen 2011 – presente · 10 anni
Milano, Italia

The Vortex eroga corsi e consulenze per la comunicazione, il marketing, il business e l'enrichment

7 Activities: here visitors can see everything you do on LinkedIn, such as the posts you publish, the likes you give and the comments you make....pay attention to keep it professional!

8 Experiences: in this section you can add your work experiences as you would do on a CV. Please take you time to craft an effective description of what you did and what you learned.

Profile Structure

9

Formazione



Università Commerciale 'Luigi Bocconi'

Laurea, Economia Aziendale
1991 – 1996



Liceo Scientifico "G.B. Grassi" - Lecco

1986 – 1991

10

Esperienze di volontariato



Volontario del Soccorso

Croce Rossa Italiana

set 1992 – set 1999 • 7 anni 1 mese

Salute

9

Education: here you can imagine you are filling up you CV and insert your main information, from your High School diploma to your Degree and your scores.

10

Volunteering experiences: Remember to add them if you did some! Volunteering experiences prove that you have soft skills, that you are able to keep up with extra commitments and that you have sensitivity about certain topics.

Profile Structure

Competenze e conferme **11**

- + Digital Marketing · 99+**
 - Competenze confermate da **Andrea Boscaro** e da 14 altre persone esperte del settore
 - Competenze confermate da **10 colleghi di Nicola** presso The Vortex
- + Digital Strategy · 99+**
 - Competenze confermate da **Andrea Santagata** e da 4 altre persone esperte del settore
 - Competenze confermate da **10 colleghi di Nicola** presso The Vortex
- + Online Advertising · 99+**
 - Competenze confermate da **Andrea Santagata** e da 13 altre persone esperte del settore
 - Competenze confermate da **10 colleghi di Nicola** presso The Vortex

[Mostra altro](#) ▾

Referenze **12**

[Chiedi una referenza](#) [Scrivi una referenza per Nicola](#)

- 11** Competencies and confirmations: here you can add your skills and people can “confirm” that you are really able to do what you say. Make sure you ask the right people to confirm your skills, so that they can act as experts and have authority on the matter.
- 12** References: same here! Make sure you ask the right people to spend some words about you as a professional.

Profile Structure

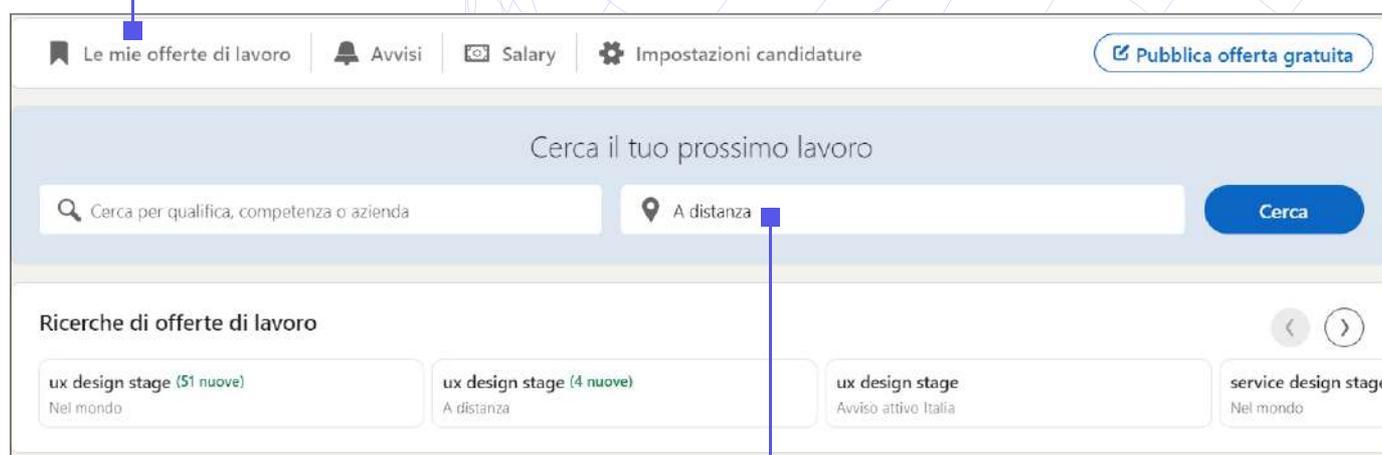
The screenshot displays a LinkedIn profile structure. The top section is titled 'Traguardi raggiunti' (Achievements) with a count of 13. It lists two items: '2 Lingue' (Languages) with 'English • Italian' and '1 Pubblicazione' (Publication) with the text 'Portare clienti nel nostro negozio con Internet'. Below this is the 'Interessi' (Interests) section with a count of 14. It shows four interest cards: 'Online Advertising Italy' (5,848 membri), 'Mediastars' (610 membri), 'The European House-Ambrosetti' (24,698 follower), and 'Università Bocconi' (225,918 follower). At the bottom, there are two more interest cards: 'Digital Marketing' and 'people in touch - dal virtuale al reale'.

13 Goals achieved: Here feel free to add language certificates, scientific publications, courses that you have attended, prizes that you have won, and so on.

14 Interests: here the visitors will visualize which pages and profile you are following. Make sure they show that you have a broad perspective and you go beyond your firm or university network.

How to search for a job

By clicking here you will find your saved alerts.



You can search for a specific kind of job alert and search for positions just in a city or country.

Remember that this platform is just an option and do not forget the power of a spontaneous candidacy!

How to search for a job

You can scroll job alerts and save your favourites if you want to answer later.

Use filters to make an effective selection of alerts

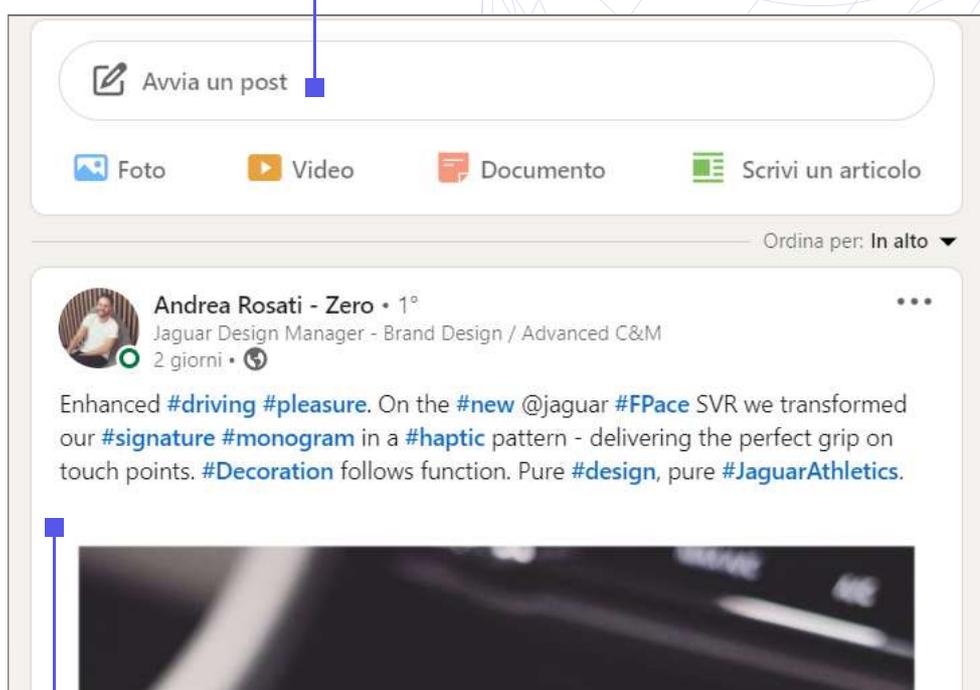
The screenshot displays the LinkedIn job search interface. At the top, there are several filter buttons: 'Offerte di lavoro', 'Data di pubblicazione', 'Livello di esperienza', 'Azienda', 'Tipo di lavoro', 'A distanza', and 'Tutti i filtri'. Below the filters, a list of job alerts is shown. The first alert is 'Network Deployment Consultant [Online / Phone Recruitment]' by Accenture Italia in Milano, IT, with a 'Promosso' badge and 'Selezione attiva' status. The second alert is identical. A blue box highlights the 'Hai trovato quello che cercavi?' section, which asks for feedback on search results. Below the list, there are suggestions for other job offers. On the right, the details of the selected job alert are shown, including the job title, company name, location, and publication date. There are 'Salva' and 'Candidati' buttons. Below the details, there are sections for 'Offerta di lavoro' (31 candidates, medium level), 'Azienda' (10,001+ employees, IT and services), and 'Collegamenti' (1 connection, 127 ex-students). At the bottom, there is a 'Messaggio' button.

Here you can see the details of an alert. Usually firms include a description of what they do and what they are searching for.

What to publish

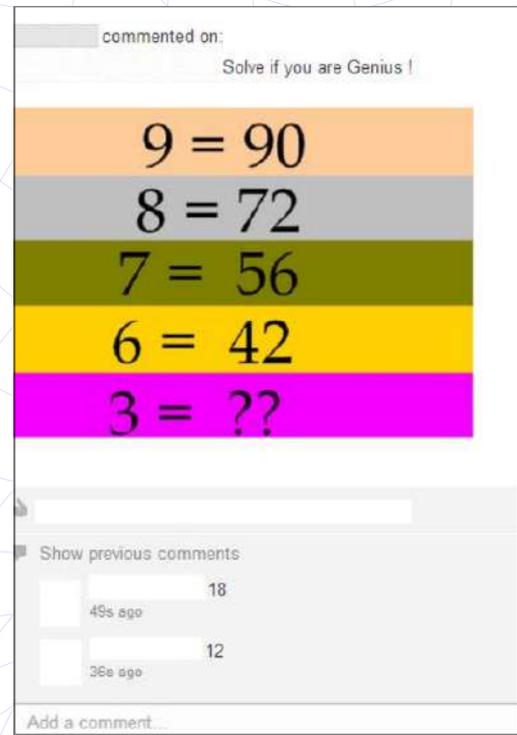
Here you can write a post. But what if you feel like you don't have "nothing to say"?

- You can share contents from your firm or another LinkedIn contact.
- You can share something you have found on the internet.



Here you will see the contents that your contacts share and also the posts that they liked or commented.

How to publish



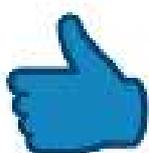
Things to remember:

- If you know it, does not mean everybody knows it: throw light on news and facts from your field.
- always keep in mind who is reading your contents: do not treat the reader as he's dumb.
- limit abbreviations, slang, emojis and technical terms; go for a measured and formal tone of voice.
- always choose professional contents: if you feel the need to share personal thoughts on other topics or to play, Facebook and Twitter would be the perfect alternative.

Tips and tricks

How to empower your post?

- start in a catchy way
- include relevant hashtags
- tag people, firms and organizations
- include questions
- include photos
- if you write about an experience, express what you learnt
- if you repost something, state your opinion
- pay attention to typos!



Like



Celebrate



Love



Insightful



Curious

Always thank your contacts by replying to their comments under your posts: they are helping you enlarging your platform and they are empowering your voice!

Why doing it?

Personal branding is the reason why you would say a wolf is more likely to kill people than any other animal, but remember that each year 10 people are killed by wolves...and 725.000 by mosquitos!

**Perform skall tasks,
but be steady. It will
pay you back.**

**USE
DIGITAL
TO SHAKE
HANDS,
NOT TO
RAISE
YOUR
THUMB!**

- Network
- Experience
- Tech-learning