

Your **NET** notes

# LinkedIn & Personal branding

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# Questions to ask yourself:

1- What would I like recruiter to find about me?

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

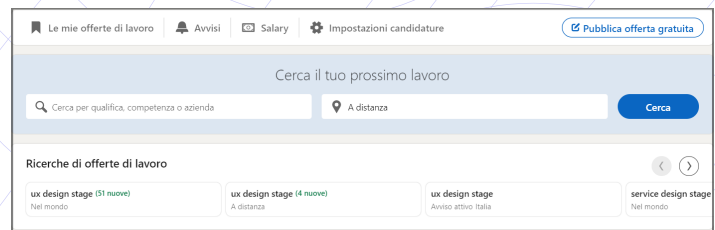
3- Is this a professional picture that suits this platform or should I upload it somewhere else?

# Creating your profile.

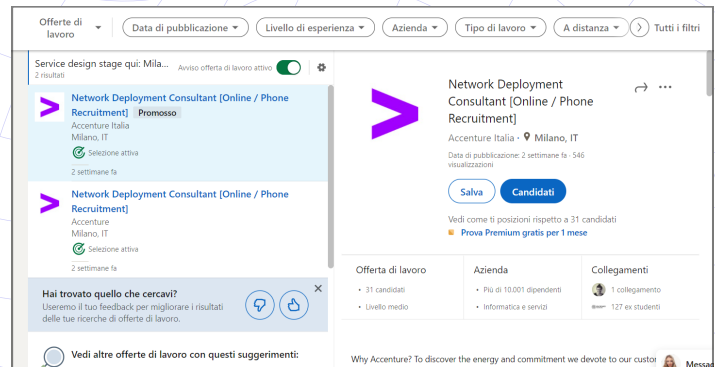
- 1-** Cover image: show personality!
- 2-** Name and surname
- 3-** Your actual job position
- 4-** The city in which you work
- 5-** Information box: show uniqueness!
- 6-** Highlights: CV, links and so on
- 7-** Activities: (posts, likes, comments...)
- 8-** Work experiences
- 9-** Education milestones
- 10-** Volunteering experiences
- 11-** Skills and confirms: ask the “experts”!
- 12-** References: same here!
- 13-** Goals achieved: language, publications, courses, prizes...
- 14-** Interests: pages and profile you are following

# Searching for a job

Job position,  
location,  
researches

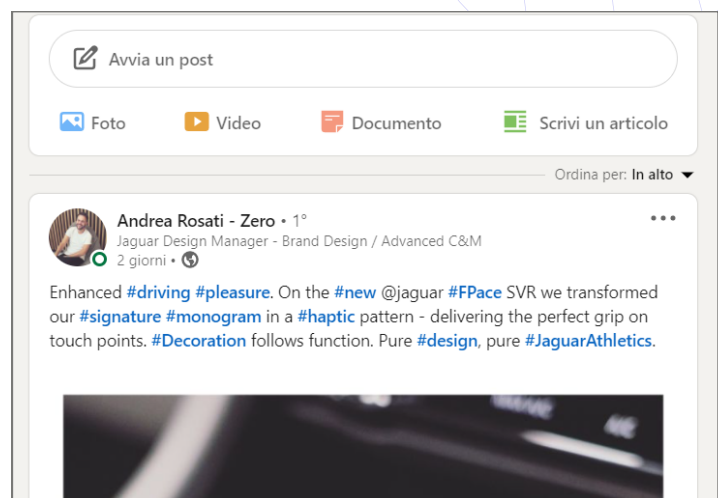


Job offers,  
save and apply



Your content/  
shared by  
someone else

Hashtags, tags,  
tone of voice,  
catchyness



shaking hands >>  
raising thumbs !

Use digital  
to shake  
hands,  
to raise  
thumbs.