

# LinkedIn Basics

*Monday Basisc – Training & Coffee*

By Barbara Vastenavond

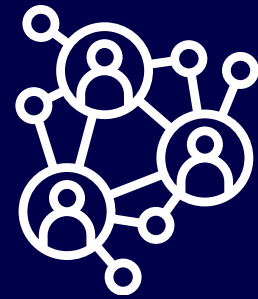
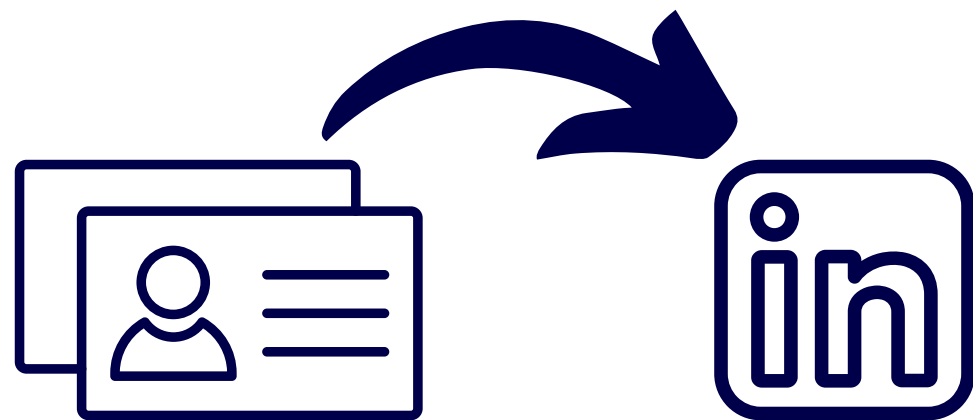


● Monday Basics

27/01/2025



# WHAT IS LINKEDIN?



**Networking**



**Personal branding**



**Job opportunities**



**Learning**



# WHY IS LINKEDIN IMPORTANT?



**Over 900 million users globally**



**87% of recruiters regularly use LinkedIn to find candidates**



**Sharing content can increase visibility and credibility in specific industries / sectors**



# LINKEDIN BASICS

**Have a clear goal for your LinkedIn presence**

- Is it to find collaborators or a job?
- Attract potential talent?
- Stand out as an expert?





# LINKEDIN BASICS

## Craft a Standout Profile

- Use it as a showcase of expertise
- It will be your online resume and portfolio





# LINKEDIN BASICS

## Publish & interact with people and pages

Make sure it supports your  
goal and is aligned with what  
you want to be known for

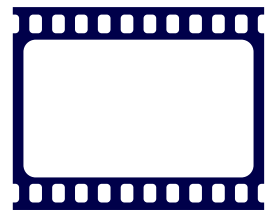




# CRAFT A STANDOUT PROFILE



Size: 400 x 400 px



Size: 1584x 396 px

## Profile Picture and Banner:

- Professional photo (LinkedIn profiles with photos get 21 x more views).
- Use a banner image that reflects expertise or personal branding.

## Headline:

Go beyond the job title. Include keywords and / or a value proposition



**Barbara Vastenavond** ✓

Directora executiva Repte Experimenta i cercadora de solucions creatives



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# CRAFT A STANDOUT PROFILE

## About Section:

- Write in the first person.
- Use storytelling to showcase achievements and aspirations.
- Include industry-specific keywords for SEO optimization.

## Experience Section:

Use bullet points to list achievements rather than responsibilities.



**Barbara Vastenavond** ✓  
Executive Director Repte Experimenta & creative solution finder  
Tarragona, Cataluña, España · [Información de contacto](#)  
881 seguidores · Más de 500 contactos

**Acerca de**

Communicator and mother by vocation. Project manager by profession. Natural-born event organizer. Convinced that every experience we live enriches our lives and inspires us to keep growing.

With a passion for turning ideas into reality and a strong life purpose of educating to empower, I have taken the ... ver más

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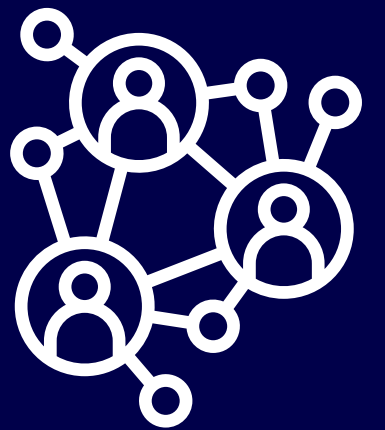
# TRICKS TO GET ENGAGEMENT

## 1. Increase connections & followers

**Connections:** two-way connection.

Send and receive invitations to connect -> your networking community grows

**Note:** always send an invitation with a message!



**Followers:** a one-way connection that lets followers see your posts, without being connected to them.  
-> you increase your visibility



**Barbara Vastenavond** ✓

Executive Director Repte Experimenta & creative solution finder

Tarragona, Cataluña, España · [Información de contacto](#)

[881 seguidores](#) · [Más de 500 contactos](#)



# TRICKS TO GET ENGAGEMENT

## Connection Strategy:

- Start with colleagues, classmates, and industry / research contacts.
- Personalize connection requests to stand out.
- Regularly review "People You May Know" suggestions.





# TRICKS TO GET ENGAGEMENT



## Be Active in Groups:

- Join relevant LinkedIn groups and actively participate.
- Share insights or ask questions to position yourself as an expert.

# TRICKS TO GET ENGAGEMENT

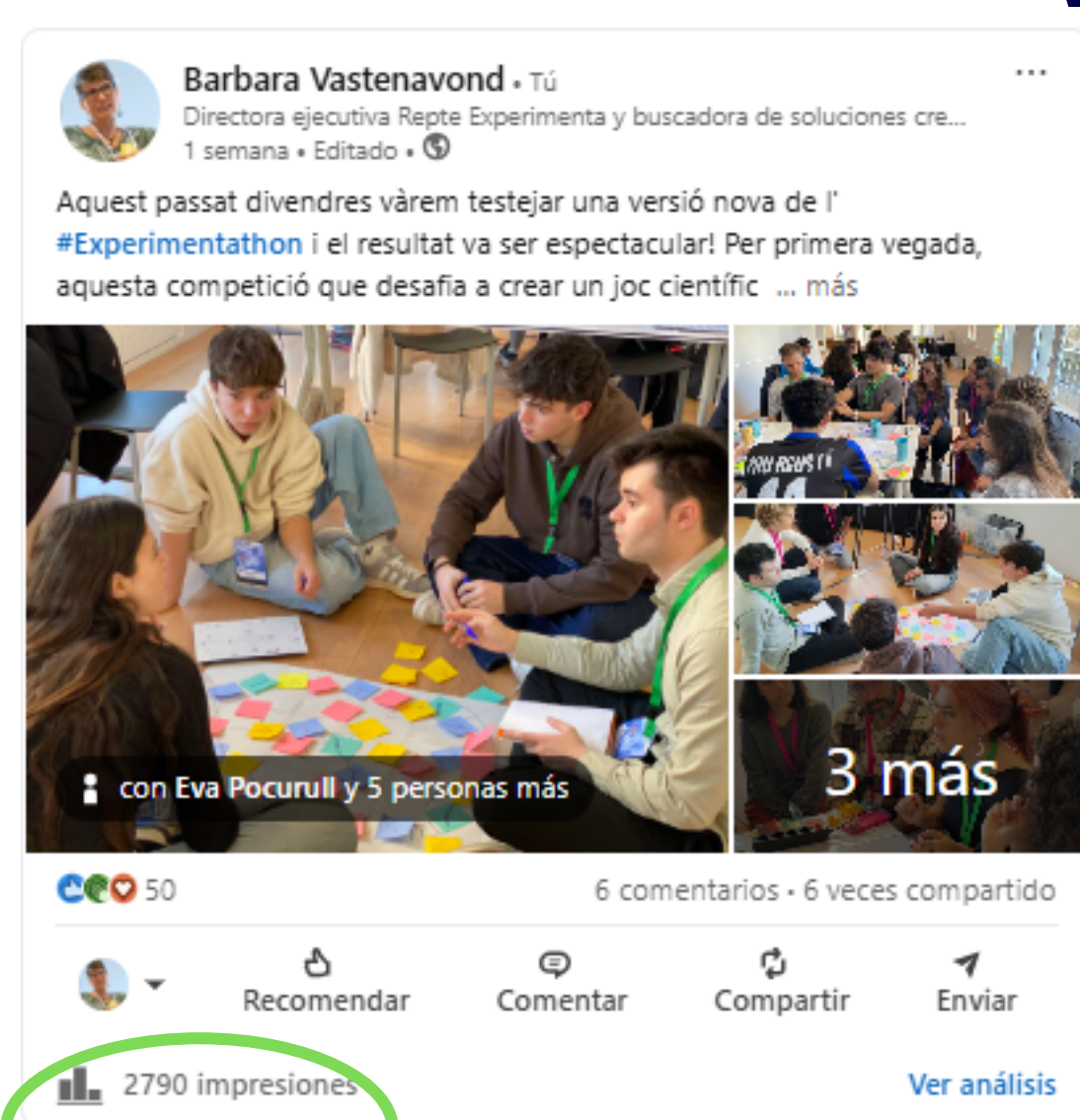
## 2. Create Impactful Content

### (a) Types of Content:

- Personal stories and lessons learned (performs well with LinkedIn's algorithm).
- Industry / research insights, tips, or data-backed posts.
- Use polls to engage the audience (LinkedIn prioritizes interactive content).

### (b) Timing:

- Post once a week -> up to 4x times more profile views.
- Post during peak hours (Tue to Thur. 8h-10h & 17h-18h).

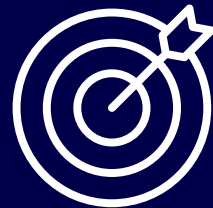




# TRICKS TO GET ENGAGEMENT

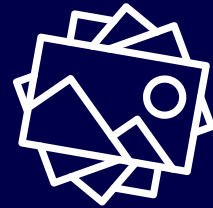


## Publish a post



**Be consistent with your goal and style/voice**

-> consistent with what you want to be known for



**Use a good photo or video**

-> recommended size >1200 px x 627 px (LinkedIn prioritizes posts with visuals)



**Mention people and/or pages in text**

-> Use @name



**Tag people on photos**

-> Use @name



**Use 3- 5 relevant hastags**

-> Use # for discoverability.



# TRICKS TO GET ENGAGEMENT



## Comment & interact

### Reciprocation is key to success

In order to receive, you need to give. Comment within reason. You can't comment on everyone's posts.

- **Increased visibility** -> reach the author and his/her connections
- **New connections** -> People from outside your network may find your comment so interesting they'd like to connect with you
- **Positioning yourself as an expert** -> Members will perceive you as an expert within your field
- **Professional opportunities** -> Interacting with like-minded people or fellow experts and professionals can result in amazing collaborations

**Comments have more weight than likes**

**Content that generates discussions and comments is prioritized**



# WHY TO BE YOURSELF

## Barbara Vastenavond

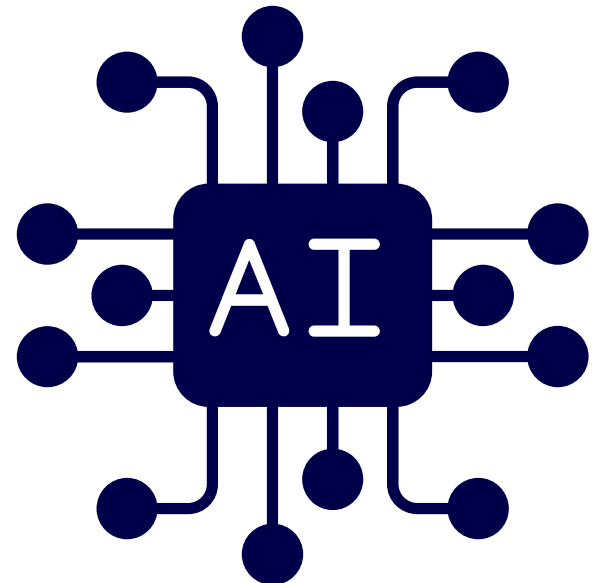
Executive Director Repte Experimental en Universitat Rovira i Virgili ✎

Barbara tends to be inventive and prefers long, thoughtful conversation, with a natural tendency to multi-task.

ENERGETIC

ADAPTABLE

CASUAL



Barbara's DISC  
Motivator (I)

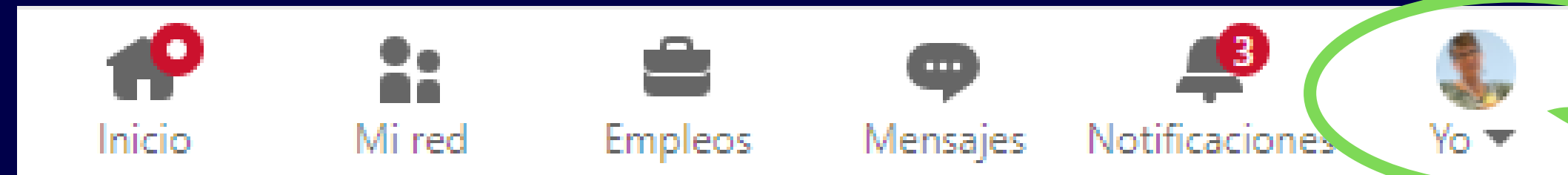
Barbara is likely a confident visionary, who enjoys thinking on her feet and connecting with others. She may enjoy pursuing innovative ideas and exciting opportunities. Be sure to articulate the essence of an idea before you point out potential flaws in it.



<https://www.crystalknows.com>

Crystal 

# LINKEDIN USE

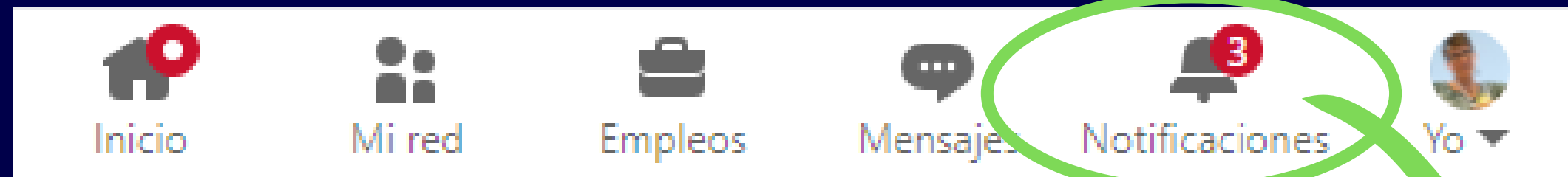


**Access your profile**





# LINKEDIN USE

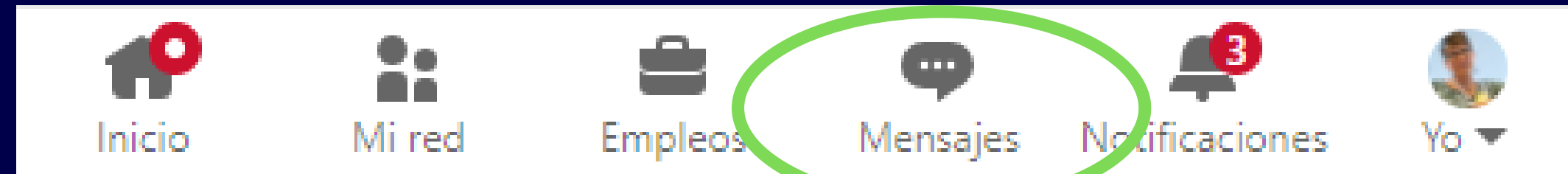


## Notifications:

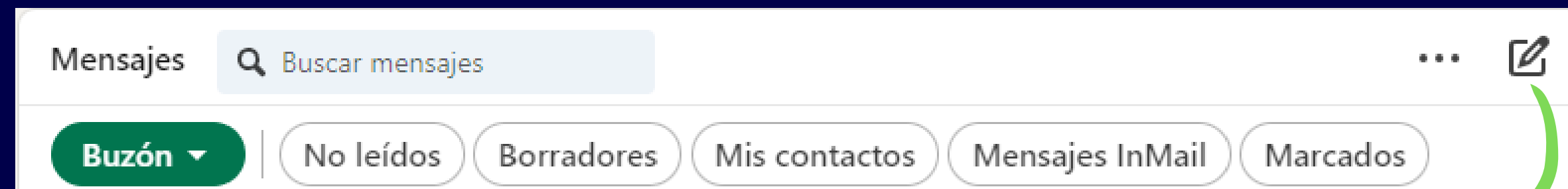
- How many people saw your profile
- New posts from pages / persons you follow
- People you might be interested in following
- Likes or comments on posts
- people mention you

- **comments**
- **likes**
- **recomendations**
- **etc..**

# LINKEDIN USE



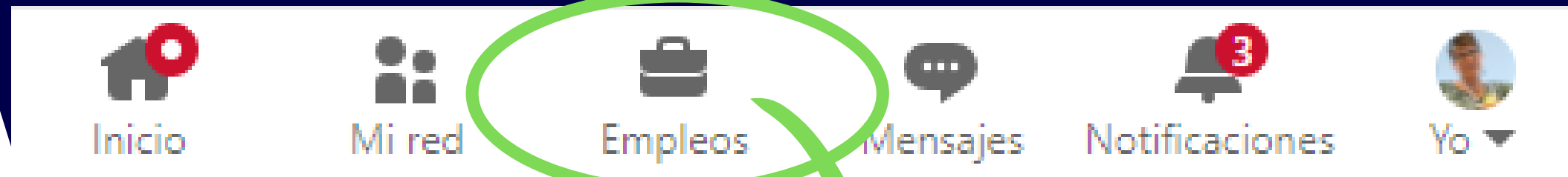
Messaging service within LinkedIn



Write a new message



# LINKEDIN USE



Jobs

Principales empleos que te recomendamos

En función de tu perfil y tu historial de búsqueda

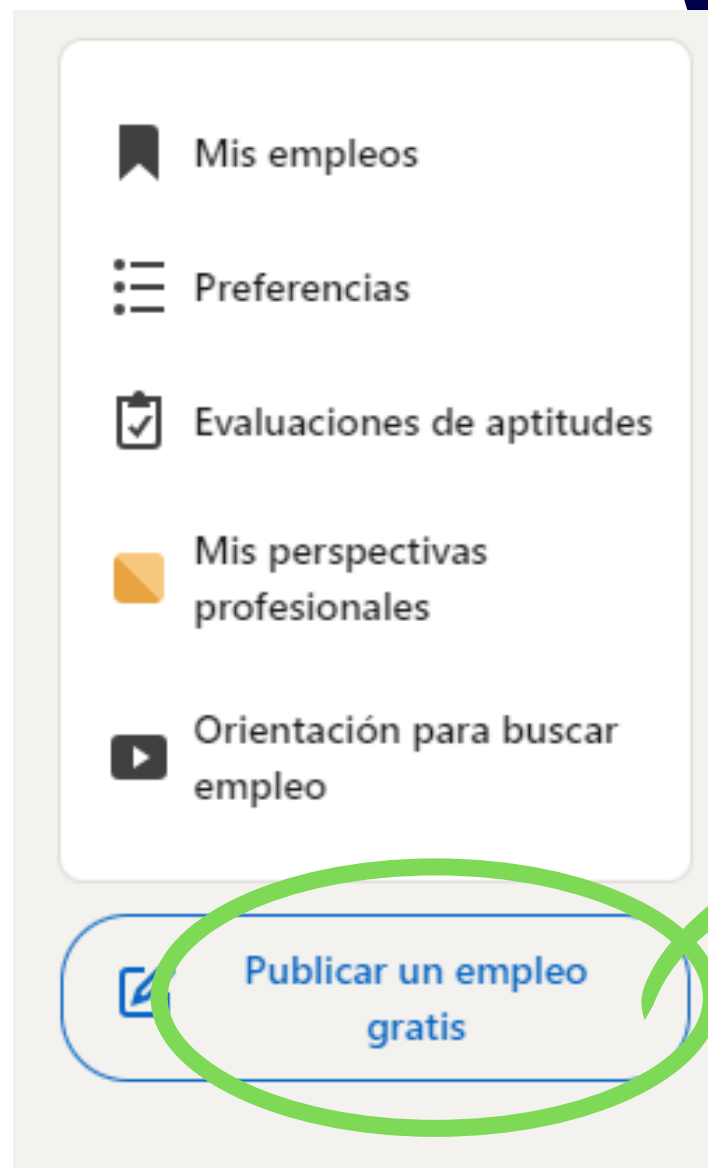
Job recommendations  
based on profile and  
previous searches

Show recruiters you're open to work

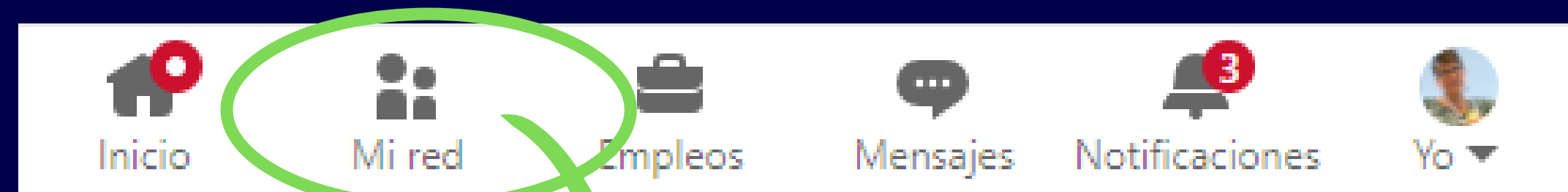
Add your preferences to let recruiters know that you're open to relevant job opportunities.

Looking for a job

Publish a free job  
offer



# LINKEDIN USE



Amplía tu red

Ponte al día

Information on  
pages or persons to  
follow /  
invitations...

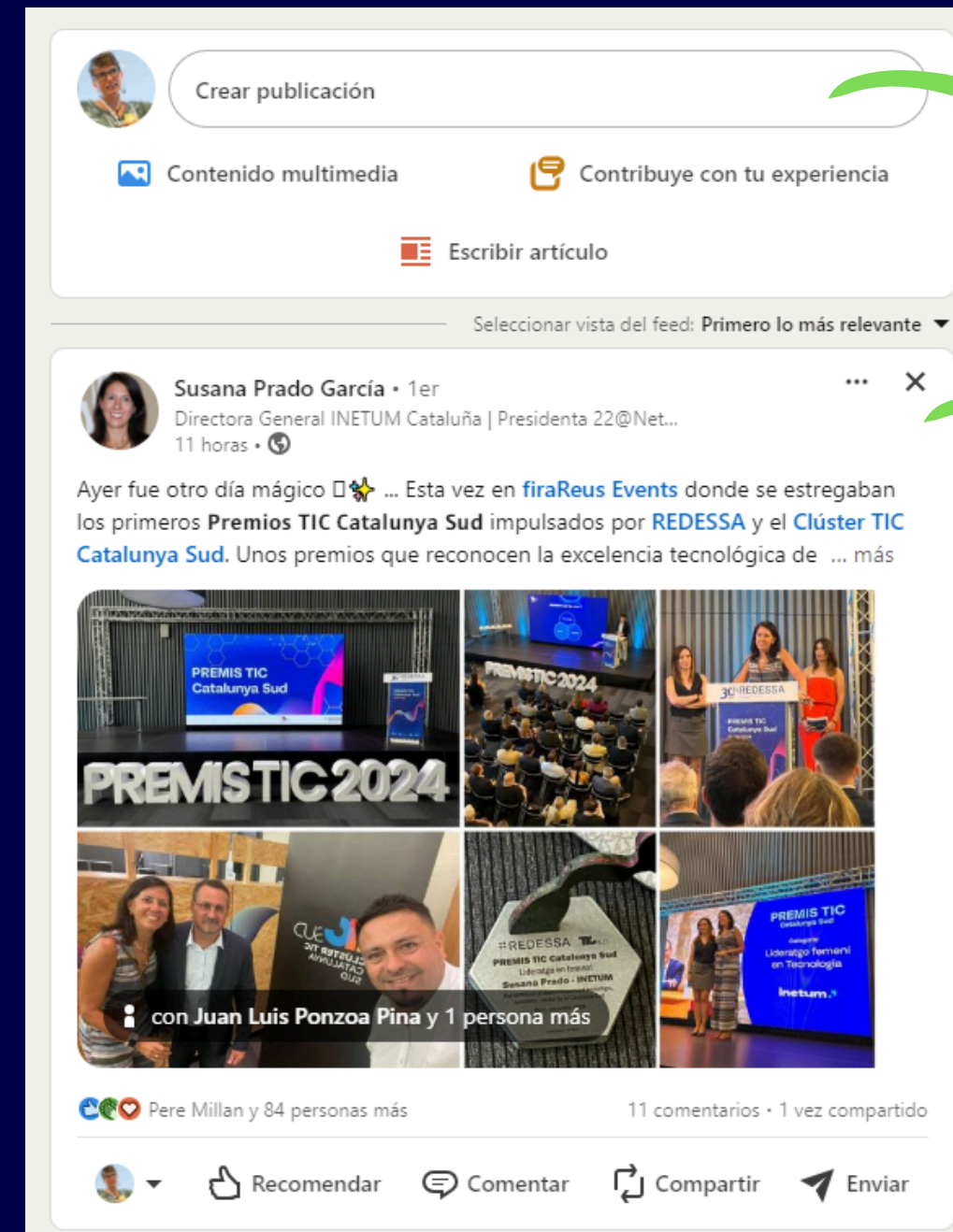
Information on  
news related to  
people you know:  
new jobs, etc..



# LINKEDIN USE



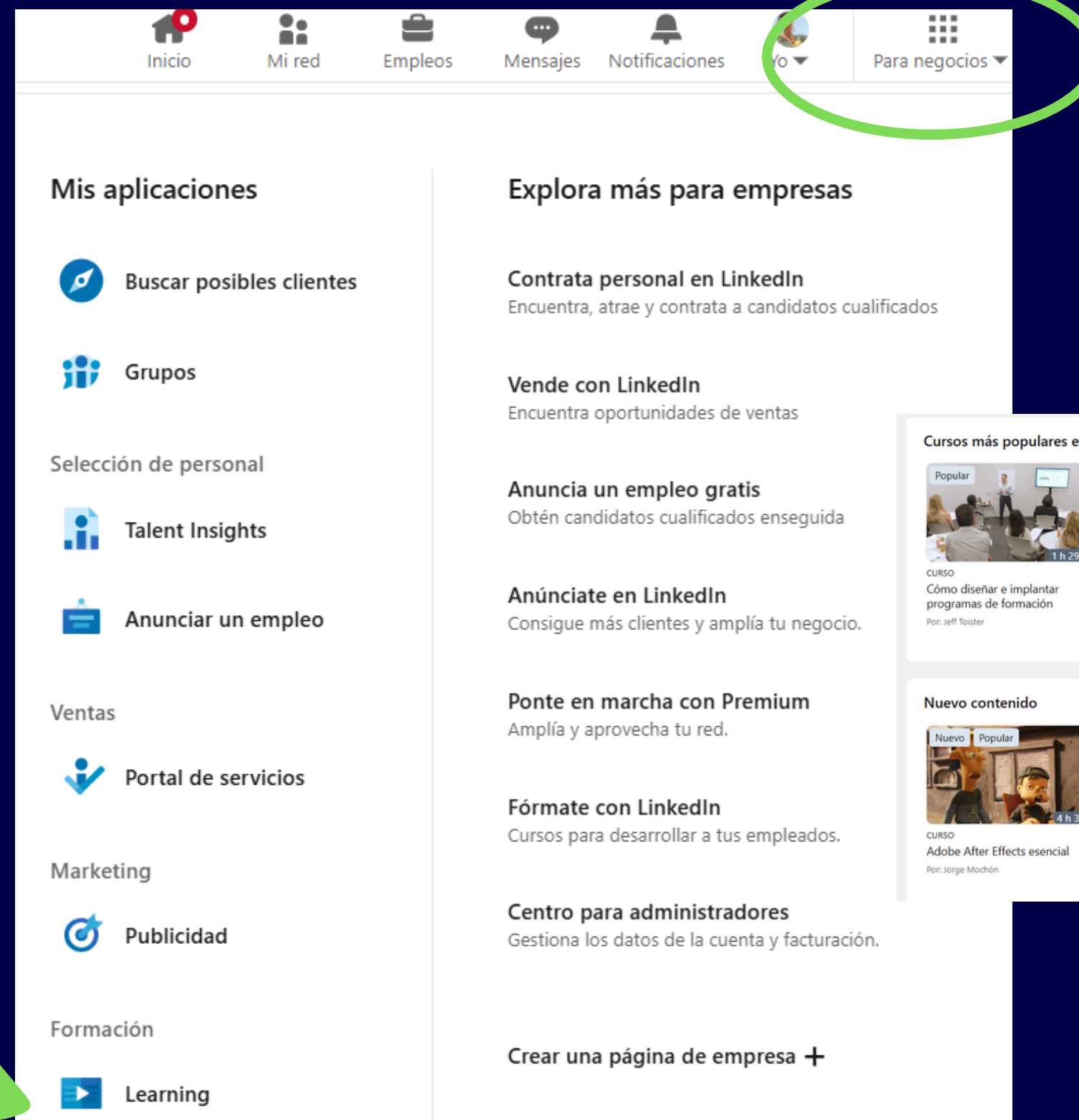
Front page  
"Wall"



Publish a post

Recent posts of  
people / pages you  
follow

# LINKEDIN USE



- Learning platform: First month for free



# PRACTICAL SESSION

Follow a page:



## Networking Activity:

Connect with each other on LinkedIn and practice writing personalized connection messages.

