

LinkedIn for your Professional Growth

March 2023

LinkedIn



What do you want to learn?



Agenda

1. Why use LinkedIn

What advantages does LinkedIn offer to you?

2. Your profile

Create a strong LinkedIn profile

3. Share your knowledge

You are the expert

4. Networking

Strengthen your network and join groups

5. #OpenToWork

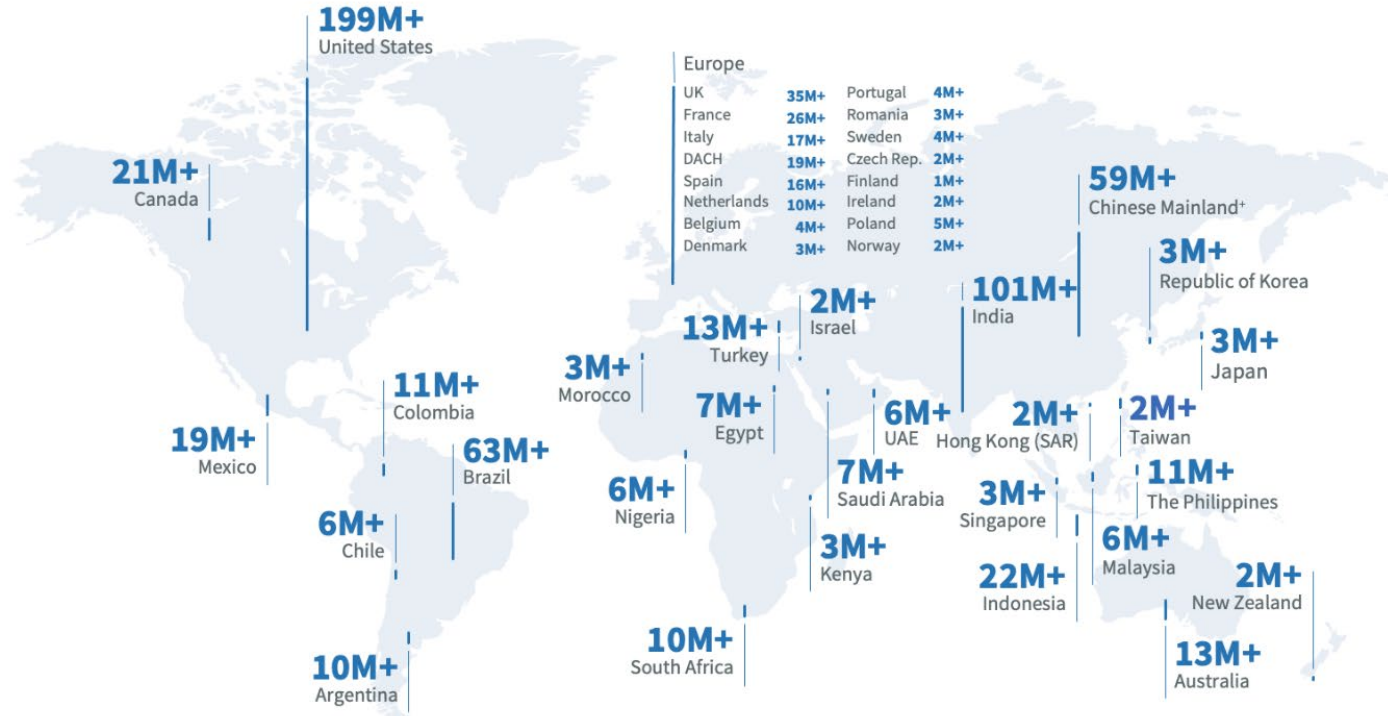
Show recruiters you're open to work





Why use LinkedIn?

LinkedIn



Maastricht University



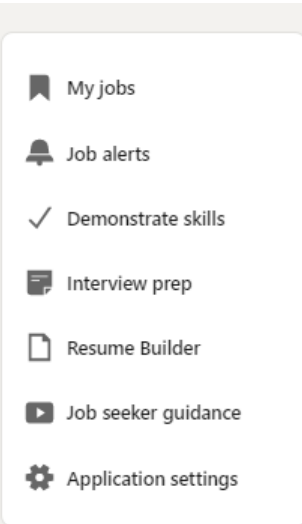
Maastricht UMC+

8 benefits of using LinkedIn

1. **Build your brand:** establish yourself as a knowledgeable professional
2. Use it as a **research tool** and follow companies you're interested in and its employees
3. Gain **social proof** for your skills and talents
4. Join **LinkedIn groups** and connect with people you wouldn't otherwise meet
5. A good way to **network**
6. Tap into its **powerful job board**
7. **Recruiters** use it!
8. Build your **digital CV**



Your job hunt

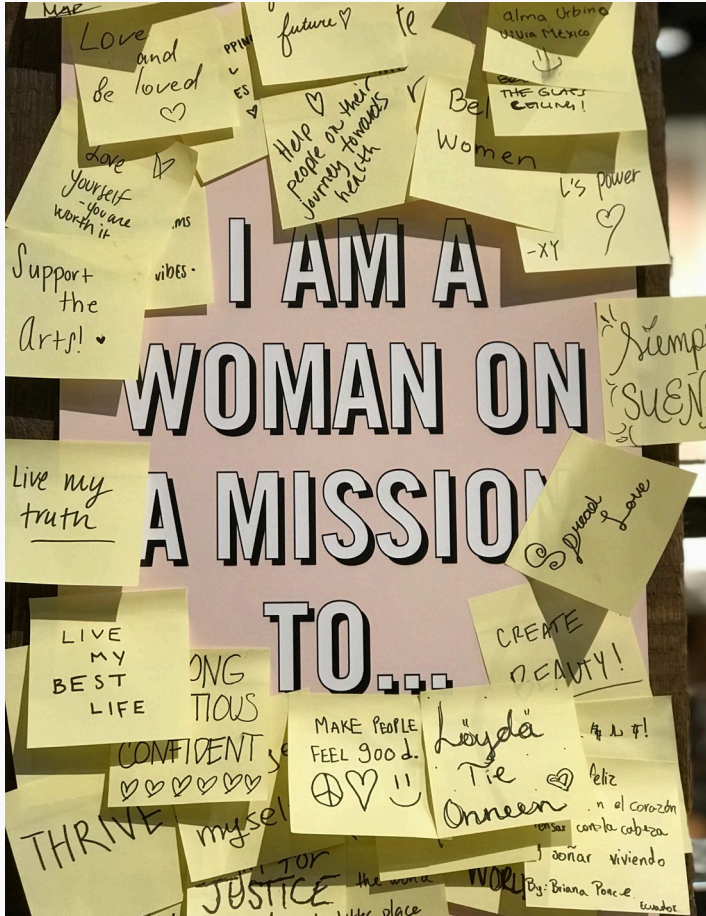


- 49 million people use LinkedIn to search for jobs weekly
- 90 job applications submitted every second
- 87% of recruiters use LinkedIn as a part of their candidates research
- 44% of hirers on LinkedIn explicitly use skills data to fill their roles
- **8 people hired on LinkedIn every minute**

**statistics by LinkedIn Pressroom*

A large, light blue number '2' is centered on the page, serving as a background for the text.

Your profile



What is your mission?

Ask yourself these questions:

What is your target?

What is your value?

What are you interested in?

What motivates you?

What makes you unique?

‘You never get a second chance to make the
First impression’



Maastricht University



Maastricht UMC+

Your first impression

Take care of a professional profile picture



Choose a relevant background image

Susanne Plaisier

Social Pro ♦ Videomarketeer ♦ Contentstrateg ♦ Eigenaar
Snip Snap on Social

Rotterdam en omgeving, Nederland · [500+ connecties](#) ·

[Contactgegevens](#)

 Snip Snap on Social

 Erasmus University
Rotterdam

Make sure Maastricht University is at the top

Headline

Do not use abstract terms. Make it concrete and use relevant keywords for your specialism: public health promoter, health innovation manager

Susanne Plaisier

Social Pro ♦ Videomarketeer ♦ Contentstrateeg ♦ Eigenaar
Snip Snap on Social ♦ Organisator Social Marketing Day
Rotterdam en omgeving, Nederland · [500+ connecties](#) ·
[Contactgegevens](#)

This is the text that Google shows when a LinkedIn profile is shown in the search results. Therefore, think about what search words are used in Google by recruiters if they are looking for talent.

Show what you're up to.
Also at project level.



DIY

Create a headline

Think about your keywords. What keywords will recruiters use when they try to find you? What do you specialise in? How would you try to find you if you would be the recruiter?

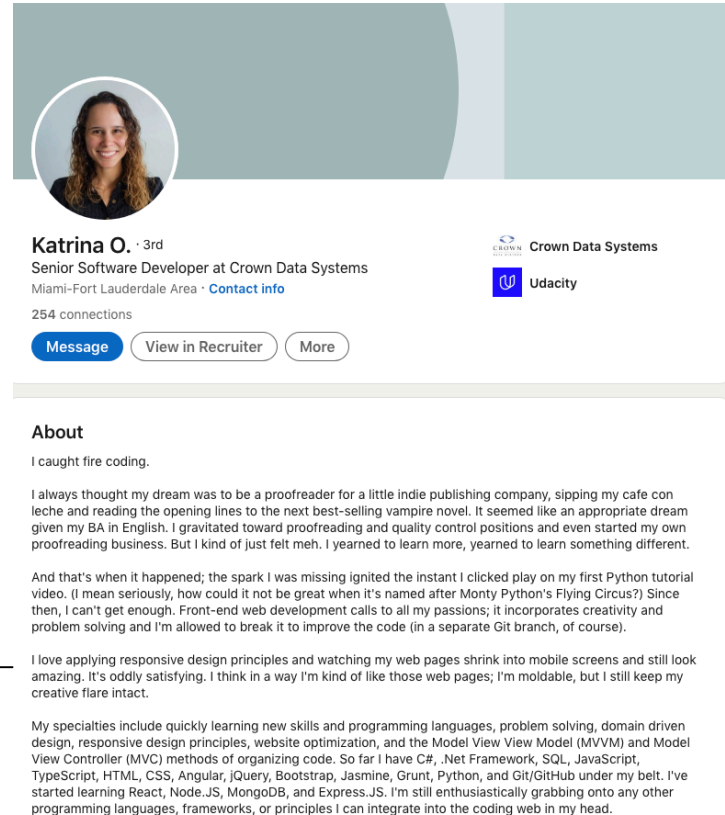
+ - 5 min

Summary

Take the stage!

- Describe your passion
- Highlight your successes
- Reveal your character
- Show life outside work
- Tell a story
- End with your call to action → I'm open to work. Please contact ...

Tell a story



The image shows a LinkedIn profile for Katrina O., a Senior Software Developer at Crown Data Systems. The profile includes a circular profile picture, her name and title, location (Miami-Fort Lauderdale Area), and a 'Contact info' link. It also shows 254 connections and three buttons: 'Message', 'View in Recruiter', and 'More'. The 'About' section contains three paragraphs of text describing her career path, interests in coding, and technical specialties.

Katrina O. · 3rd
Senior Software Developer at Crown Data Systems
Miami-Fort Lauderdale Area · [Contact info](#)

254 connections

[Message](#) [View in Recruiter](#) [More](#)

About

I caught fire coding.

I always thought my dream was to be a proofreader for a little indie publishing company, sipping my cafe con leche and reading the opening lines to the next best-selling vampire novel. It seemed like an appropriate dream given my BA in English. I gravitated toward proofreading and quality control positions and even started my own proofreading business. But I kind of just felt meh. I yearned to learn more, yearned to learn something different.

And that's when it happened; the spark I was missing ignited the instant I clicked play on my first Python tutorial video. (I mean seriously, how could it not be great when it's named after Monty Python's Flying Circus?) Since then, I can't get enough. Front-end web development calls to all my passions; it incorporates creativity and problem solving and I'm excited to break it to improve the code (in a separate Git branch, of course).

I love applying responsive design principles and watching my web pages shrink into mobile screens and still look amazing. It's oddly satisfying. I think in a way I'm kind of like those web pages; I'm moldable, but I still keep my creative flare intact.

My specialties include quickly learning new skills and programming languages, problem solving, domain driven design, responsive design principles, website optimization, and the Model View View Model (MVVM) and Model View Controller (MVC) methods of organizing code. So far I have C#, .Net Framework, SQL, JavaScript, TypeScript, HTML, CSS, Angular, jQuery, Bootstrap, Jasmine, Grunt, Python, and Git/GitHub under my belt. I've started learning React, Node.JS, MongoDB, and Express.JS. I'm still enthusiastically grabbing onto any other programming languages, frameworks, or principles I can integrate into the coding web in my head.

Summary

Info

We love hartjes, we love connecties, maar bovenal conversies. Elke dag zijn wij bij Snip Snap on Social bezig met het vertellen van verhalen over merken. Online en op social. We maken social video content dat raakt. In het hart van je doelgroep, passend bij de klantreis. Samen gaan we op het doel af en zorgen we voor conversie. Wij zijn short, smart & sharp.

Specialiteiten:

- Social Media
- Video Marketing
- Contentstrategie
- Trainer

Bereikbaarheid:

M: susanne@snipsnaponsocial.nl
W: www.snipsnaponsocial.nl
T: 06 - 10104057



Snip Snap - Showreel

Call-to-action:
personal
contact details

Health care example



Andrea Tull, Ph.D. • 2nd

Director Reporting & Analytics: Clinical Quality and Safety Management, Program Evaluation and Policy Analysis

Boston, Massachusetts

Connect

Message

More...

- Massachusetts General Hospital
- University of Massachusetts Boston
- See contact info
- 500+ connections

Health care leader with proven record of maximizing hospital quality and safety outcomes through data-driven approaches to improvement. Highly organized, creative analytical thinker who excels at strategic and tactical methods. Expertise includes managing multi-million-dollar regulatory quality and safety portfolios and developing highly effective analytic platforms to support improvement.

Accomplishments:

- Increased productivity by 50% by transforming to self-service visual analytics platform.
- Developed, recruited and managed a high performing, diverse team of analysts.
- Co-authored MGH Annual Report on Equity in Healthcare Quality.
- Co-led analytic process to discover and eliminate disparities in care.
- Recipient of multiple Partners in Excellence awards.

Expertise:

Program Evaluation, Program Development, Policy, Community Outreach, Grant Writing, Health Policy, Nonprofits, Healthcare, Strategic Planning, Policy Analysis, Project Management, Public Policy, Research, Performance Management, Patient Safety, Case Management, Outcomes Research, Statistical Modeling, Quality Management, Analytics, Public Health, End of Life, Clinical Research, Healthcare Management, Business Process Improvement, Data Analysis, Electronic Medical Record (EMR), Clinical Quality, Safety Management Systems, Quality Assurance, Compliance Management, Safe Patient Handling, Value Measurement, SPSS/Stata/SAS, Aging and Disability, Clinical Measurement Reporting, Best Practices

Contact info

Susanne Plaisier



Contactgegevens



Uw profiel

linkedin.com/in/susanneplaisier



Websites

snipsnapsocial.nl (Bedrijfswebsite)

socialmarketingday.nl (Event)



Telefoonnummer

0610104057 (Mobiel)



Adres

Coolsingel 104, 3011 AG Rotterdam



E-mail

susanne@kiss2impress.nl



Twitter

kiss2impress



Verjaardag

14 december

Inge Duyx



Contact Info



Your Profile

linkedin.com/in/ingeduyx



Email

ingeduyx@hotmail.com



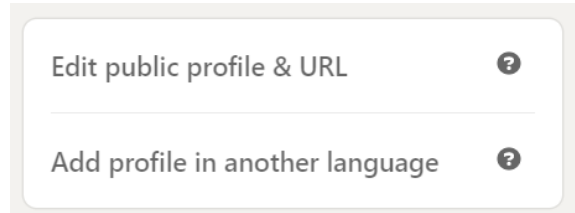
Birthday

July 31

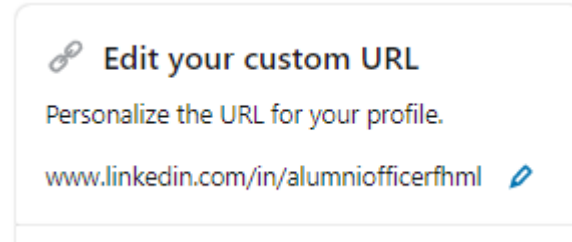
Can be visible to all
LinkedIn Members

Make sure it's up to
date and think about
what you want to be
visible

Personal URL



On the right side of the screen, click Edit Public Profile and URL.



DIY

Write your summary

Check your profile info
Create your own personal URL

+ - 10 min

Work experience

Showcase your:

- Previous work experience
- Voluntary experience
- Research experience (i.e. your thesis)
- Extra courses you took
- Placements and internships



Founder & CEO

WorkPro - Full-time

Apr 2006 - Present · 16 yrs 5 mos

Melbourne

Workforce compliance is crucial, so why make it hard on yourself?

WorkPro delivers simplified workforce compliance built by specialists & accredited by the government. Our platform enables business owners, directors & talent management teams to easily manage background checks, work rights, eLearning, & employment-related documents.

WorkPro is flexible, customisable, & mobile, so you can centralise the most fundamental compliance requirements & save time, money, & stress.

The three core offerings of our innovative, automated platform are built with our clients' needs front-of-mind:

Deliver, track, and manage workforce training online:

Our pre-built eLearning library empowers staff with the training they need to minimise risk on the job. Your learning program is tailored to the specific role & level of experience. All content is inclusive, respectful, & accessible via mobile. And, you can add your own learning modules for an even more bespoke experience.

Plus, by providing & storing formal certificates of completion, WorkPro helps protect businesses against litigation.

On-demand background checks in one powerful platform:

We collect & follow-up on the full scope of background checks to validate candidate information independently. Business owners can reduce time to hire with complete confidence, & recruiters can maintain a job-ready workforce.

Licence, ticket and document management:

WorkPro provides a convenient system of collecting, tracking, & monitoring vital employment-related documentation, all of which can be accessed any time from anywhere.

Get your candidates screened & onboarded quickly, all while meeting your ongoing legal responsibilities. Or extend your service offerings & earn passive income by becoming a reseller – we integrate with market-

Give a taste of your value. You have 2.000 characters, don't let them go to waste. Use short, active sentences.

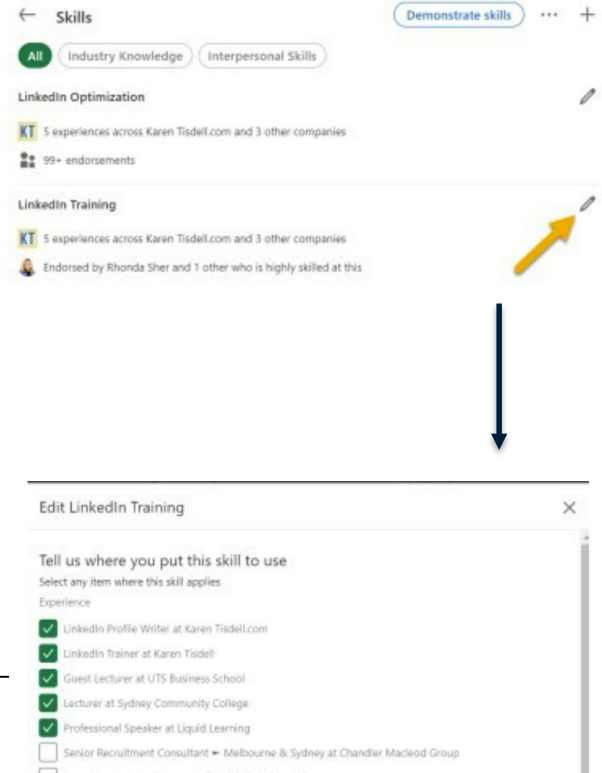
Explain what you actually did in your position and assign skills to each experience section in your LinkedIn profile.

Skills: why and how?

1. People can see what you're good at
2. LinkedIn uses skills to rank profiles in their search algorithm
3. Recruiters use skills to search for new applicants

Always find the right skills. Look for interesting vacancies and learn what skills they look for!

Assign skills to specific roles



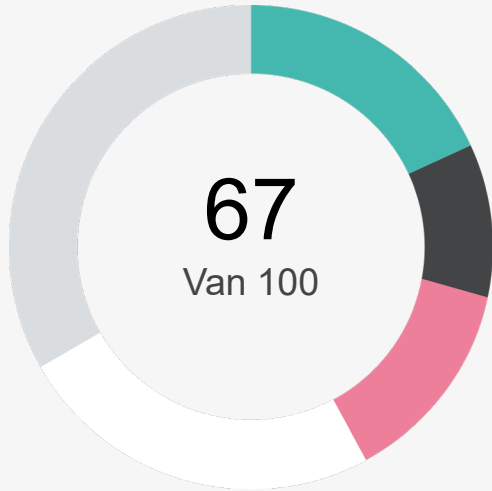
DIY

Add your work experiences
Create a shortlist of 5 skills and add
them to your profile.

Can you already assign skills to your experience?

+ - 10 min

Social Selling Index



Your social selling index is updated daily and shows how your LinkedIn profile scores on different aspects.

Go to:
<https://www.linkedin.com/sales/ssi>



Share your knowledge

DIY

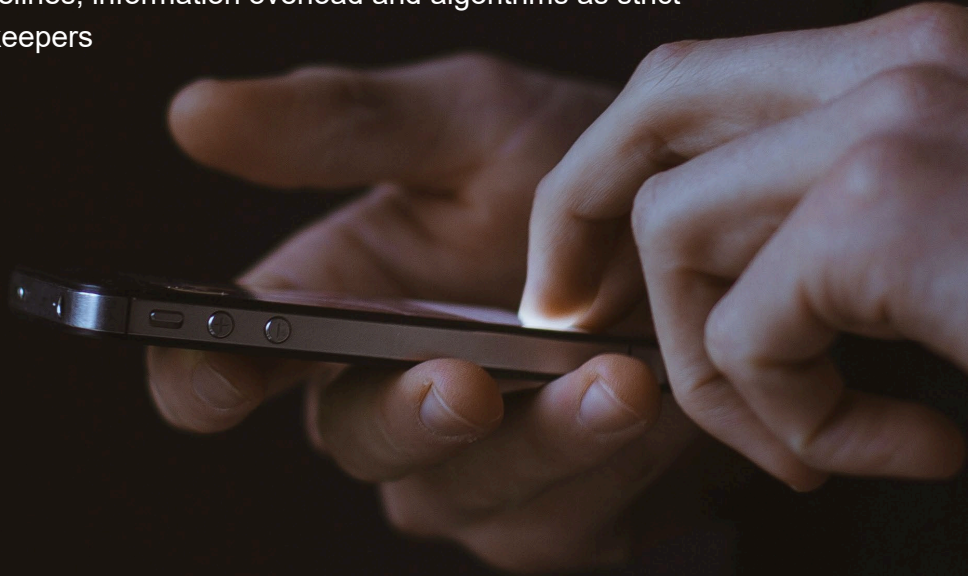
Take a look at the first ten messages
in your timeline

What do you notice? Discuss with your neighbour

+ - 5 min

The challenge of social media is to create relevance

Creating relevance in a landscape of crowded timelines, information overload and algorithms as strict gatekeepers



Be the expert
















LinkedIn Post – status updates. Share news, experiences, or interesting articles. Visible on timeline. Always make it personal, explain why you share something!

LinkedIn Article – blog article. Used for longer, in-depth articles that are easily findable on your profile.

Tone of voice – define your tone and stick with it. Why do you do what you do, which problem do you solve, what story do you want to tell?

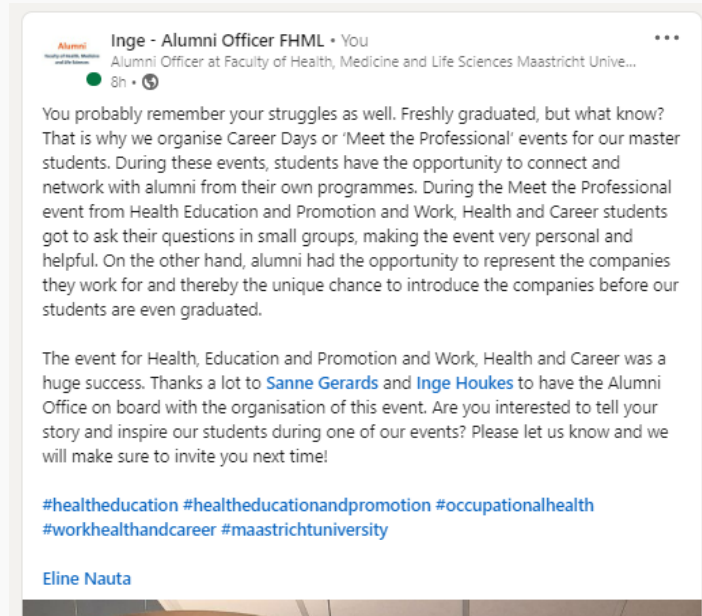


Stay informed via hashtags

 #design <hr/> <small>5.361.861 volgers</small> + Volgen	 #marketing <hr/> <small>19.114.922 volgers</small> + Volgen	 #branding <hr/> <small>18.079.094 volgers</small> + Volgen	 #creativity <hr/> <small>25.342.063 volgers</small> + Volgen	 #advertising <hr/> <small>54.873 volgers</small> + Volgen
 #socialmedia <hr/> <small>19.556.334 volgers</small> + Volgen	 #emailmarketing <hr/> <small>495.875 volgers</small> + Volgen	 #hr <hr/> <small>232.477 volgers</small> + Volgen	 #copywriting <hr/> <small>606.107 volgers</small> + Volgen	 #innovation <hr/> <small>37.729.549 volgers</small> + Volgen
 #jobinterviews	 #startups	 #technology	 #future	 #careers

Subscribe and stay informed

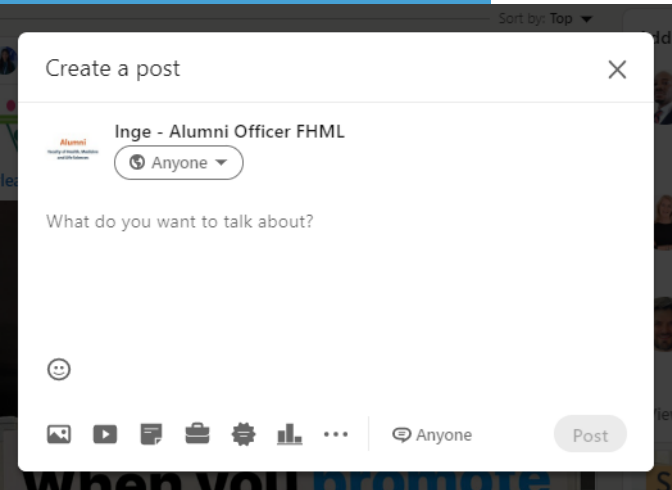
Personal interpretation



When you share something, always give it a personal interpretation, for example, by tagging colleagues or people you work with.

This way, your message will be visible to more people in the timeline.

Create content



- Long text messages work: make sure that the first two sentences are catchy.
- Add Call to action: Read now, What do you think, Download now, view the vacancy, Apply now
- Show that you are up to date on news and relevant developments in your field
- Use relevant hashtags
- Avoid jargon: make it understandable for all your connections
- Write actively
- Asking questions drives interaction
- Always combine text with photo/video
- LinkedIn rewards native video
- LinkedIn does not reward linking to pages outside of LinkedIn: it wants to keep their visitors on board

How to tell a story?

Make it personal

People connect with people. Personal stories achieve higher results compared to other stories. Don't be shy create a little empathy.

- Talk about a moment of transformation: why do you do what you do? What changed everything for you?
- Reflect on your childhood
- Speak about your personal mentor or an inspirator
- Make sure to relate all your stories to you as a health care professional



A hand holding a Sankyo EM video camera against a blue sky background. The camera is black with a lens and various controls visible. The text is overlaid on the image.

LinkedIn's Algorithm rewards native video

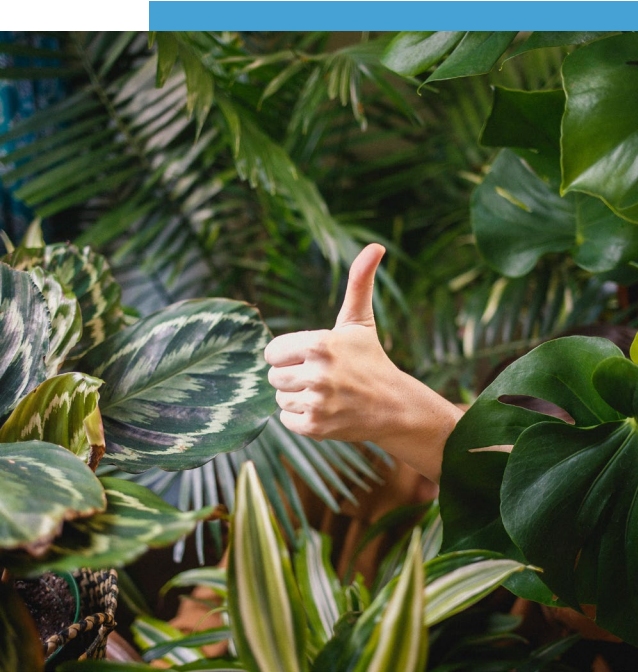
LinkedIn's Algorithm does not like its visitors to leave

DIY

Create a post
What do you want to tell?

+ - 10 min

Stay visible by commenting



Thumbs up

By responding to messages from your connections, the algorithm sees that you are active on LinkedIn. This will push your own activities by the algorithm and make your account more visible.

How does LinkedIn's algorithm work

Identity	Content	Behaviour
Who are you?	How often has the update been viewed?	What have you liked and shared in the past?
Where do you work?	How often liked?	Who do you interact with the most?
What are your skills?	What is it about?	Where in the news feed do you put the
Who are you (recently) connected with?	How current is this?	most of the time?
	What language is this written in? Which companies, people and topics are included??	

Master the LinkedIn algorithm

- Be relevant: know your audience
- Schedule your posts for the best times: 9AM on Tuesdays and Wednesdays generally
- Gain extra attention: tag relevant companies or members, use keywords strategically, include relevant hashtags
- Include links to pages outside of LinkedIn after posting by editing your message



LinkedIn Creator Mode: yay or nay?

Creator Mode is a profile setting for members who create content regularly and want to create a large following audience.

Pros

Own LinkedIn newsletters
Live stream possibility
Ability to insert 5 hashtags

Follow instead of connect button
About section drops down after feature and activity
Only valuable if you have over 3.000 connections and post content regularly

DIY

Comment on 5 posts in your timeline

+ - 3 min

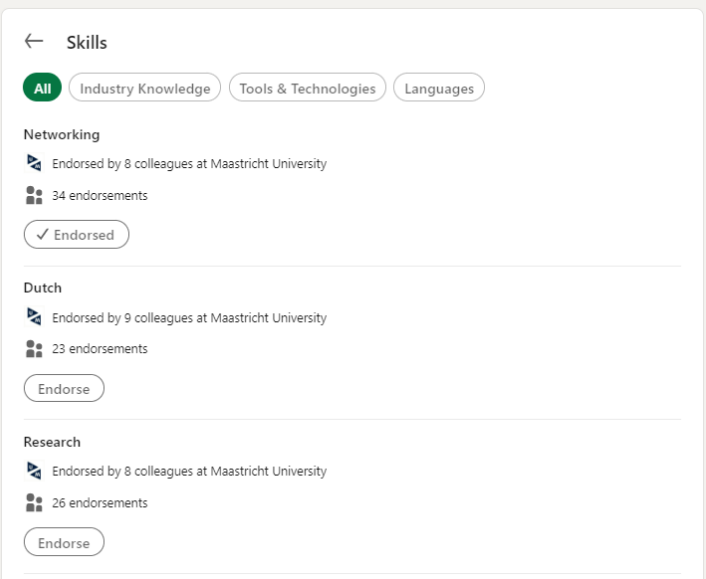
Networking

4

Focus on second degree connections

These are people who are connected to your first-degree connections.

Connecting



Linking pro actively: always connect with people in your project group or before an appointment. Make sure to include a personal message and explain why you want to link.

Endorsements – Provide recommendations. What others say about you is much more powerful than what you say yourself.

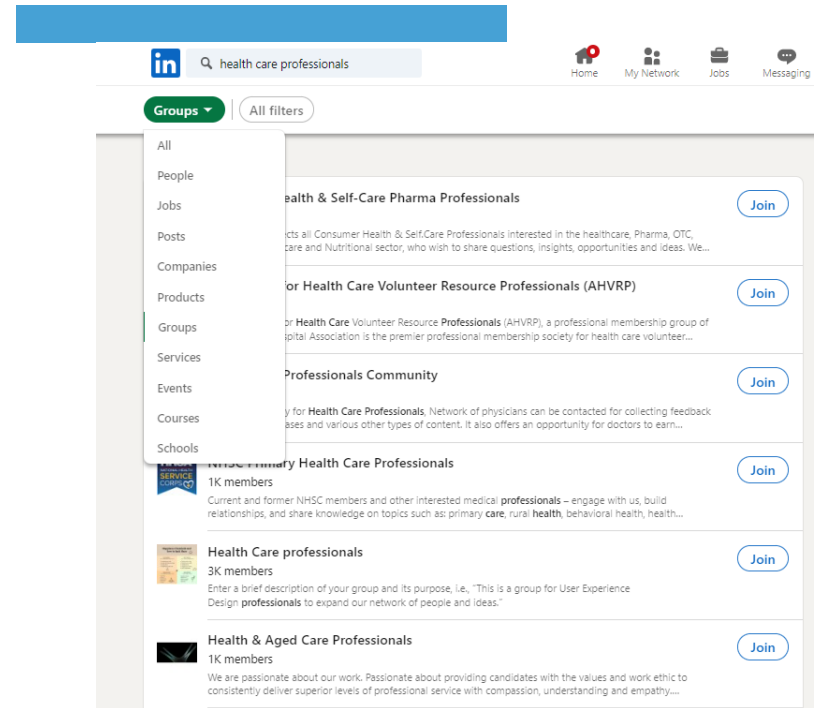
Endorse other people: over 50% will return the favour!

Follow – Follow/connect with inspirational health care professionals

LinkedIn groups

A great way to connect with people in your industry. A dedicated space to share expertise, seek advice and build relationships. Build your brand!

1. **Listen and engage**
2. **Encourage discussion** – ask questions, listen and respond
3. **Keep it professional** – groups are not as private as you might wish
4. **Jobs** are posted in groups and might not be posted elsewhere
5. **Connect** to like-minded professionals
6. **Learn** about your potential employer and it's hiring process



Companies

Your future employer most probably has a LinkedIn company profile. Search for it, follow it, interact with its posts.

→ Learn what they think is important, what keeps them busy. Use this information in your job interview.

The screenshot shows the LinkedIn profile for Medtronic. The profile header includes the Medtronic logo, the name 'Medtronic', and navigation tabs for Home, About, Posts, Jobs, People, Insights, Events, and Videos. Below the header, the 'Page posts' section displays two posts. The first post is a text-based announcement: 'Ethics and trust anchor the Medtronic Mission, which for 60 years has guided us to do right by € ...see more'. Below the text is a featured image of a woman with short blonde hair, smiling, with a circular badge that reads '2023 WORLD'S MOST ETHICAL COMPANIES ETHISPHERE'. The text below the image says 'Proud to be recognized as one of the World's Most Ethical Companies' and 'Medtronic Engineering the Possibility'. The post text continues: 'Medtronic named one of World's Most Ethical Companies' and 'news.medtronic.com • 4 min read'. The post has 87 likes and 7 reposts. The second post is a video thumbnail showing an elderly couple walking on a path in a park-like setting. The text above the video says 'Jay and Sandra have been married for 45 years. Each has tried numerous ways to deal with life- ...see more'. The video has 352 likes, 10 comments, and 18 reposts.

DIY

What company do you want to work for?

Make a list of 5 companies you want to work for and follow them on LinkedIn.

+ - 10 min

#OpenToWork

The job search tool

Start your search and click jobs only. Choose experience level, job-type, date posted as you wish.

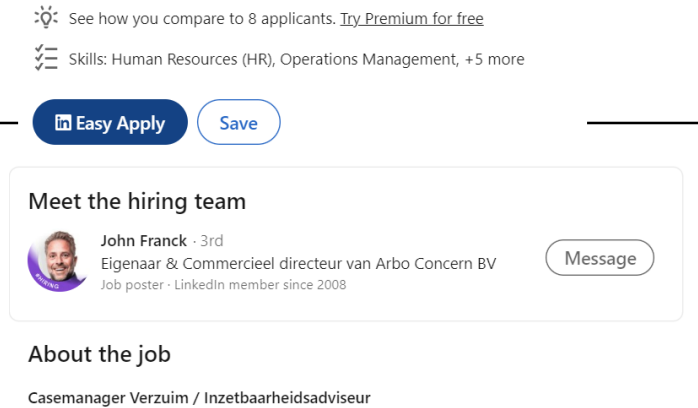
Choose your country and city

The screenshot shows a LinkedIn search results page for 'health care professionals' in the Netherlands. The search filters are set to 'Jobs', 'Experience level' (set to 'Full-time'), and 'Date posted'. The results list several job openings, including 'Managementassistent' at Amphi.k, 'Customer Engagement Specialist (Chapter Sales)' at Bayer, and 'Science Communications Advisor' at Catalyze Group. The 'Science Communications Advisor' job is highlighted, showing details such as 'Full-time - Associate', '51-200 employees - Business Consulting and Services', and '4 company alumni - 7 school alumni'. The job description includes a 'Meet the hiring team' section with a profile for Keerthi Sri, 3rd Recruitment | Talent Acquisition, and an 'About the job' section describing Catalyze's mission in the life sciences industry.

Save or apply to vacancies you like

Easy Apply

Allows to apply for a job without having to leave LinkedIn



The screenshot shows the LinkedIn Easy Apply interface. At the top, there are two icons: a magnifying glass with a person icon and a list icon. Below the magnifying glass icon is the text "See how you compare to 8 applicants. [Try Premium for free](#)". Below the list icon is the text "Skills: Human Resources (HR), Operations Management, +5 more". In the center, there are two buttons: a blue "Easy Apply" button and a light blue "Save" button. Below these buttons is a section titled "Meet the hiring team" which includes a profile card for John Franck, 3rd, with a profile picture, name, title "Eigenaar & Commercieel directeur van Arbo Concern BV", and a "Message" button. Below the profile card is a section titled "About the job" with the text "Casemanager Verzuim / Inzetbaarheidsadviseur".

Downside is that recruiters receive many applications via Easy Apply and therefore, competition is very high. If you want to stand out to your competitors, send a personalised email to the company with your resume and motivation letter attached.

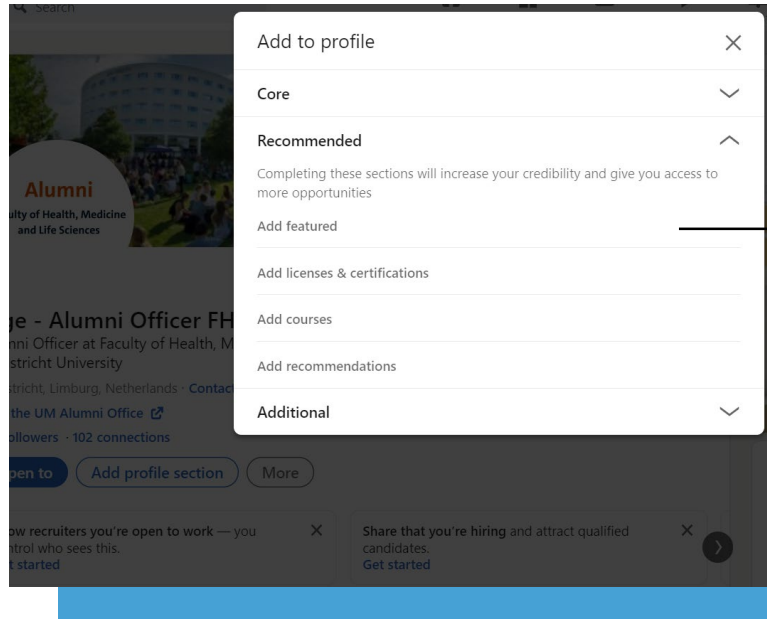
Allows you to upload your CV and a motivation letter

How to strengthen your application

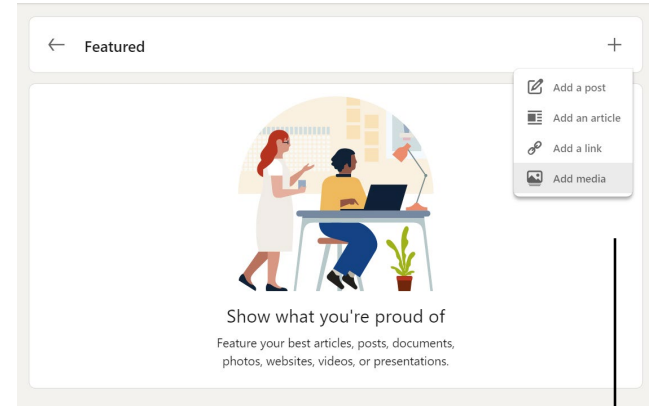
1. **Keyword optimisation** – make sure your profile uses the correct keywords in its headline and summary. Recruiters will have a look at this.
2. **Network** – Do you already know someone working for your dream company? Reach out to them and ask for tips and tricks
3. **Connect** – If possible, connect with the recruiter and add a personalised message.
4. **Tailor** – Tailor your resume to your desired job or field
5. **Follow instructions** – Does the vacancy ask you to apply via Easy Apply? Then do so! Always follow instructions posted in vacancies.



Upload your resume to your profile



Go to 'Add profile section'
→
'Recommend'
→
'Add featured'



Add media

You can also attach your resume to a LinkedIn post. A great opportunity to share to your network that you're open to work and immediately allow access to your CV.

#OpenToWork

New feature by LinkedIn to show recruiters you're open to work!

Add job preferences

Workplaces*

On-site ✓ Hybrid ✓ Remote +

Job locations (On-site)*

Maastricht, Limburg, Netherlands X

Start date

Immediately, I'm actively applying

Flexible, I'm casually browsing

Job types

Full-time ✓ Contract + Part-t

Choose who sees you're open

All LinkedIn members
This also includes recruiters and people at your current company.
Adds the #OpenToWork photo frame.

Recruiters only
People using LinkedIn Recruiter.
We take steps to not show recruiters at your current company, though can't guarantee complete privacy.
[Learn more about your privacy](#)

Choose who sees you're open *
You decide if you want only recruiters or all LinkedIn members to see this.

Add to profile

Choose who sees you're open to work.
Possibility to add #OpenToWork photo frame

Inge - Alumni Officer FHML
Alumni Officer at Faculty of Health, Medicine and Life Sciences
Maastricht University

Maastricht, Limburg, Netherlands · [Contact info](#)

[Visit the UM Alumni Office](#)

110 followers · 102 connections

Open to

Add profile section

More

Finding a new job

Show recruiters and others that you're Open to work

Hiring

Share that you're hiring and attract qualified candidates

Share that you
candidates.
[Get started](#)

DIY – let's go!

Optimise your LinkedIn and let recruiters know you're
#OpenToWork

+ - 10 min

Questions? Suggestions?



5 minutes to spare?

- Like three LinkedIn posts
- Check a recruiter's LinkedIn feed and engage with their posts
- Send a thank-you message to a connection
- Comment a company's LinkedIn post, a recruiter's post or a group post
- Send a connection request on LinkedIn



10 minutes to spare?

- Message a network contact. Tip: Ask a specific question like “I’m considering certification A or B. Which do you recommend?”
- Write a LinkedIn status update. Tip: Offer advice or tips related to your industry or target role.
- Research a target company.
- Introduce yourself to a 2nd-degree connection.
- Find employees from one of your target companies on LinkedIn and connect.



-
1. Create a strong LinkedIn profile
 2. Be the expert: share your knowledge
 3. Link proactively
 4. Let the world know you're #OpenToWork
-

