

GET WORK VANTAA

Leverage LinkedIn – Make yourself visible
to recruiters and grow your network

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Today's topics

1

Facts and figures of LinkedIn

2

What to considering when creating a LinkedIn profile?

3

How to write an interesting LinkedIn post

4

Things to consider when activating in LinkedIn

5

Final Thoughts

Who's here today?

Nice to meet you!

Let's get to know each other little bit!

Tell shortly your

1. First name and what is your field of expertise
2. Expectations for today
3. Questions about LinkedIn

Facts and figures of LinkedIn

- 850 000 weekly Finnish users in 2022
- Primarily used to build one's expertise status
- Connecting with other professionals
- Searching for jobs

For up-to-date information, see e.g.

<https://www.markkinointimaestro.fi/linkedin-tilastot>.

Recruiter questionnaire 2023

- Purpose of questionnaire: A peek into recruiters' decision making
- Sample size of the study: 17 from 7 different branches
- Relevant findings: LinkedIn used widely in recruitment by participants
- Keywords: Participants actively use to find job candidates

The information is based on a questionnaire conducted in 2023 with recruiters (unpublished)

Keywords Mentioned in Questionnaire



What do you think about these keywords?



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Cover photo basics

- Your cover photo makes the first impression
- Pay attention to contrast between text and background
- What makes you stand out?

Source: [The ultimate guide to crafting the perfect LinkedIn cover image](#)



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Business card

- The cover photo serves as a visual business card.
- It can include brand-related elements (logo, colors, slogan).
- Reinforces your expertise and professional image.

Lisää tähän esimerkkikuvat hyvästä ja huonosta taustakuvasta

Source: [The ultimate guide to crafting the perfect LinkedIn cover image](#)

Profession & skills

- The image can include elements reflecting your professional
- role and skills.

Lisää tähän esimerkkikuva, miten taustakuvassa voi tuoda osaamisen esiin.

Source: [The ultimate guide to crafting the perfect LinkedIn cover image](#)



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You in action

- You can add to your LinkedIn cover photo an image of yourself in action that suits your profession - whether it's working at a computer, leading a meeting, or engaging in tasks specific to your field. This adds a dynamic and authentic touch to your profile.

Lisää tähän esimerkkikuvasarja esim. kolme kuvaa

Source: [The ultimate guide to crafting the perfect LinkedIn cover image](#)



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Discuss:

Why and how should you use a cover photo?

What do you think is the value it brings?

What ideas do you have for a cover photo?

Profile photo – body language

Close-up

Lisää tähän esimerkkikuva profiilikuvasta, joka on otettu lähietäisyydeltä. Kuvassa näkyy henkilöstä pää ja mahdollisesti hartiat.

Full body

Lisää tähän esimerkkikuva profiilikuvasta, joka on otettu kauempaa. Kuvassa henkilö näkyy kokonaan, ja myös ympäristö ja tausta tulevat esiin.



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Profile photo – cropping & lighting

Too close

Lisää tähän esimerkkikuva profiilikuvasta, joka on otettu liian läheltä. Kuvassa henkilön pää ei näy kokonaan.

Too dark

Lisää tähän esimerkkikuva profiilikuvasta, jossa on huono valaistus eikä henkilön kasvot erotu selkeästi.

Ideal

Lisää tähän esimerkkikuva profiilikuvasta, jossa kasvot erottuvat hyvin. Kuva on otettu oikealta etäisyydeltä ja valoistua on sopiva.

Headline - Below your profile picture

- State your core competencies, around 3 to 6 keyword combinations could be suitable
- Remember to use keywords that are widely used in the industry that you are hoping to get a job from
 - Use 5-6 relevant job ads to find keywords to use and which describe your competencies (See Traffic Light Exercise)

About Section

- Present your core competences shortly i.e. "one glance rule"
 - Remember "Traffic Light Exercise"
- Remember to optimize your "About" –section with relevant keywords
- Add links to your projects, blogs, portfolios in the "About" –section

Job Experience Section

- "One Glance Rule" describe your relevant core competencies briefly i.e. short sentences or bulletpoints
- Use also numbers to describe your accomplishments
- "Foundation CV -Concept"
- CV describes all your accomplishments and experiences through your career
- Add relevant media



Education Section

- Most relevant full degree on top
- The more relevance the degree has the more you should describe the degree
- Describe major, minors, thesis, internships, projects for companies, achievements, grades etc.

Recommendations Section

- Ask for recommendations, companies see value in other peoples word not only yours
- Be proactive, recommend someone first and let him or her recommend you back – good manners to recommend back
- Remember you can be recommended also by colleagues, past customers, companies that your company worked with etc.

Traffic Light Exercise

Let's practice!

- Take your phone and go to LinkedIn, for example
- Find a vacancy that interests you
- Read the requirements for the job and divide them into three categories
- "Green" - I've got this!
- "Yellow" - I know something about this and want to learn more
- "Red" - I have no skills

Go back to the "Green" requirements. Pick one and think about concrete examples on how you have used that skill in your previous work.

Let's take a short break

15 min

We'll continue at xx

Reverse the story

- Turning negativity into positivity ([video](#))
- What did you think about this story?

Source: The video clip above is taken from the podcast:
[LinkedIn: Path to Employment](#)



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Crafting a post

Creating value means "how can my findings benefit other people?", e.g. what did you learn from sending 100 applications?
Keep your target audience (e.g. recruiters) in mind!

Be consistent and make sure what you post about matches with your profile (that matches with the jobs you apply for)

Getting in touch with recruiters

Getting in touch with the whole company ([video](#))

What did you think about this story?

Have you ever thought you're wasting a recruiter's time?

Source: The video clip above is taken from the vodcast:
[LinkedIn: Path to Employment](#)

Posting frequency

The key is **consistency**.

Build up your routines:

Weekly → Daily

Start small:

Two sentences → Two paragraphs → Three paragraphs...



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Example

Two sentences

Hello LinkedIn!

My name is Iida Panula and I'm looking for a job in Communications.

Over the next few weeks, I will share more about my life story and work experience.

Let's connect!

Two paragraphs

I have always been passionate about communication in all its forms. In school, I overdid my short-story assignments and argumentative essays. In high school, I started editing videos for fun. From my college days on, things got more professional. I was helping an NGO promote their events and landed a position in the Board as well.

My journey in communications has been both enriching and diverse. I've honed my skills in crafting compelling narratives, creating beautiful visuals, and fostering meaningful connections. Now, I'm on the lookout for a new opportunity that aligns with my values and allows me to make a meaningful impact in the field of communications.

... and longer

- Who are you, where did you come from & where are you going?
- What is your field of expertise and how can you showcase it?
- What lights you up?
- What are your greatest accomplishments in your career?
- What are your best traits as an employee?



Group work – crafting a post

1. What is a story of yours that you can “reverse”?
2. What is your most valuable trait as an employee and how can you demonstrate that?
3. What has led you to this point in your life?

Final thoughts

Let's cool down!

- What is the one thing you will take with you today?
- Any questions?



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Please, give us feedback!

How did we do today?



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Kiitos!



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Elinkeino-, liikenne- ja
ympäristökeskus



Get Work Vantaa -hanke

Kaksivuotisen [Get Work Vantaa -hankkeen](#) päätoteuttaja on Vantaan kaupunki. Laurea-ammattikorkeakoulu ja Metropolia Ammattikorkeakoulu ovat hankkeen osatoteuttajia. Hankkeen toteutusaika on 1.6.2023–31.5.2025. Get Work Vantaa on Euroopan sosiaalirahaston osarahoittama.

