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CREATING EFFECTIVE LINKEDIN PROFILE

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With everyone spending so much time on social media these days, it's had a big impact on how companies recruit. Our online profiles have become CVs, and they're a key part of the job application process. LinkedIn is one of the most important of these tools. It's a social media platform that helps us build a professional network and connect with new business contacts. It's not just a social tool anymore, it's also a platform for finding a job.

In this article, we're going to look at how to create an effective LinkedIn profile. What mistakes are we making with it? We'll give you the lowdown on what to do and what not to do.

When creating an effective LinkedIn profile, there are a few key things to bear in mind. First of all, your profile photo and the title you choose are important. Don't forget to add your title and highlighting words under your profile photo. These two features will help more relevant people find your profile.

And adding sections like job descriptions and skills will make your profile more visible to more people.

WHAT AM I DOING WRONG?

Aside from the things that make us stand out in our profile, there are some things we do wrong or that could get us turned down for job interviews.

Not adding a profile pic and getting your work experience details wrong are the main ones. Also, having a mishmash of different experiences in different fields in your profile might mean you're matched with the wrong jobs.

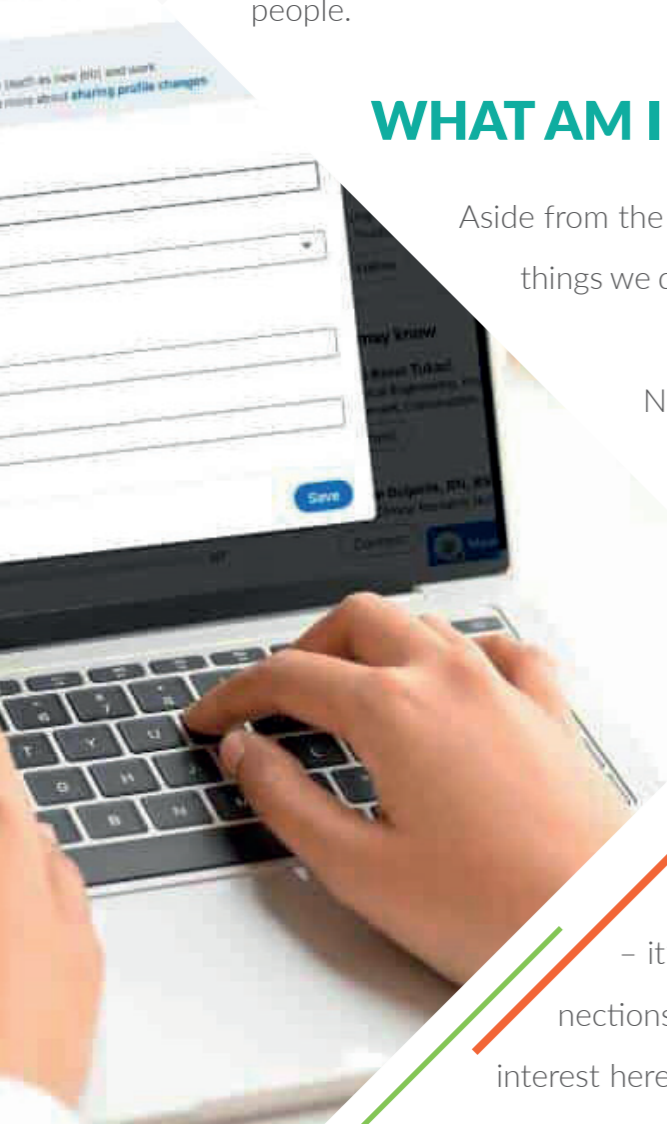
For example, we do not write about our volunteering experience in the work experience section.

Not adding new connections on LinkedIn is a no-no, too – it's a professional business networking platform. Making connections, following and sharing info about your business or field of interest here will help you learn new things and find new job opportuni-

ties more easily. The best way to do this is to add new people to your network.

So, LinkedIn, which loads of business professionals use these days, is one of the most important platforms for keeping up to date with developments in your field and becoming an expert. So, make sure your LinkedIn profile is up to date, follow companies and pages related to your field, and connect with business professionals who have experience in the field you want to specialise in.

This will always put you one step ahead. For more detailed information about this article, log in to emlt.eu and check out the training section.





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