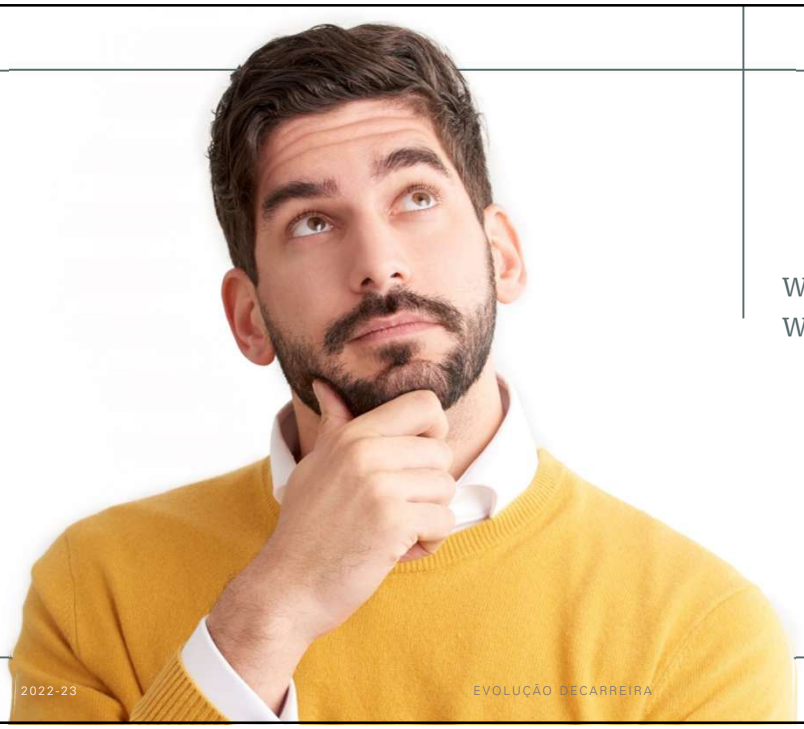


LinkedIn
profesional presence online

ABC BlendED

2025



Where do I want to go?
Who do you want to be?

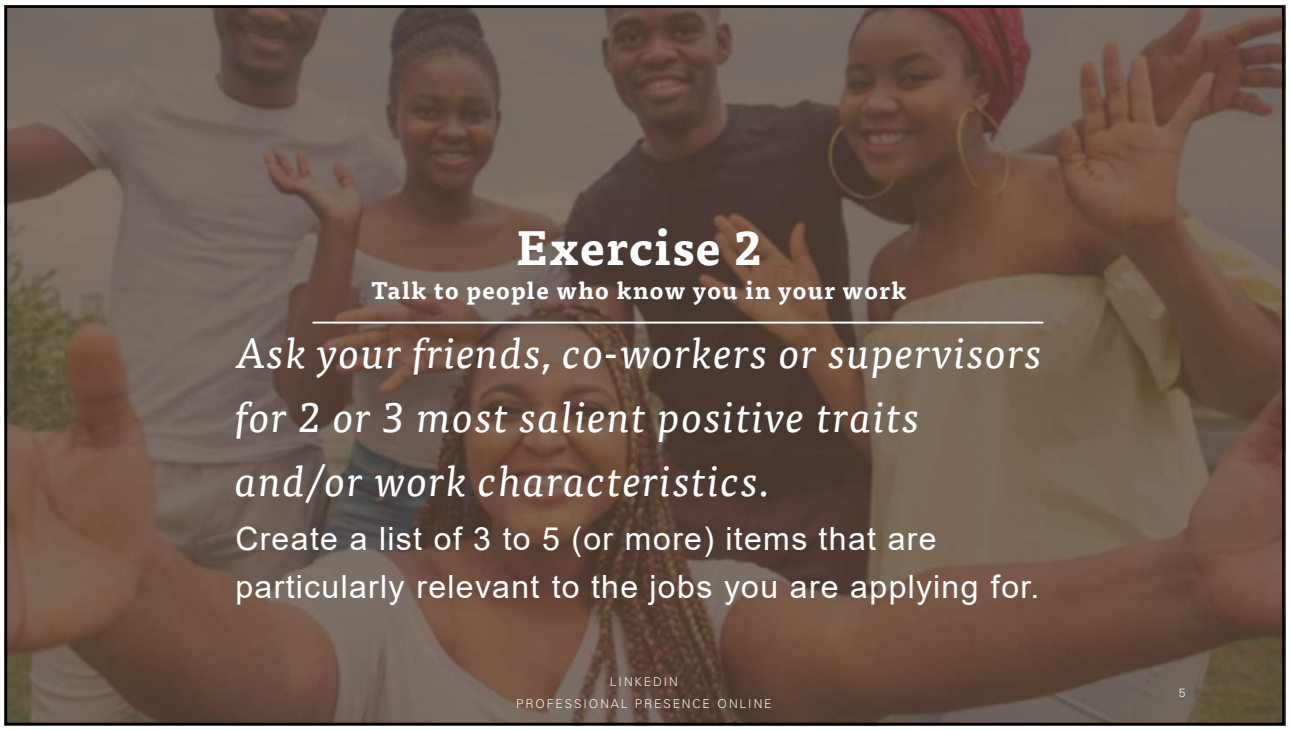


Where do I want to go?

Exercise 1
Search employment adds

1. Search 5 employment ads you'd like to compete for (please try them to be realistic regarding your competencies, industry interests and location)
2. Analyse the skills required, the language they use for the skills and how they describe the experience required
3. Keep the ads and your notes on how skills and experience are cover on the ads





Exercise 2

Talk to people who know you in your work

Ask your friends, co-workers or supervisors for 2 or 3 most salient positive traits and/or work characteristics.

Create a list of 3 to 5 (or more) items that are particularly relevant to the jobs you are applying for.



Exercise 3

Check your profile with AI

Prompt for AI

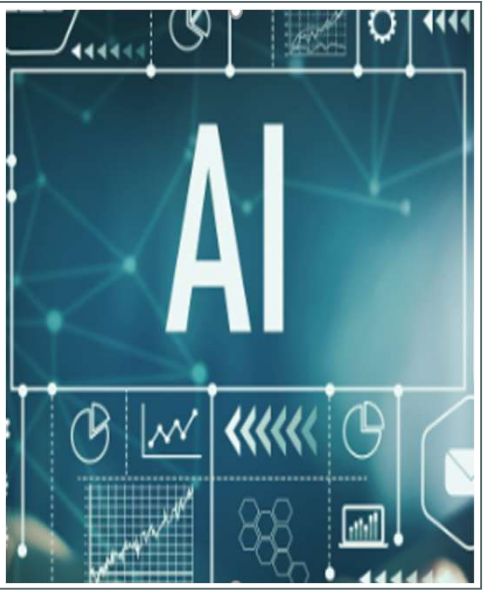
Hi! I'm a ***[your field/degree or professional area],*** *and I'd like help improving my LinkedIn profile to attract recruiters.*

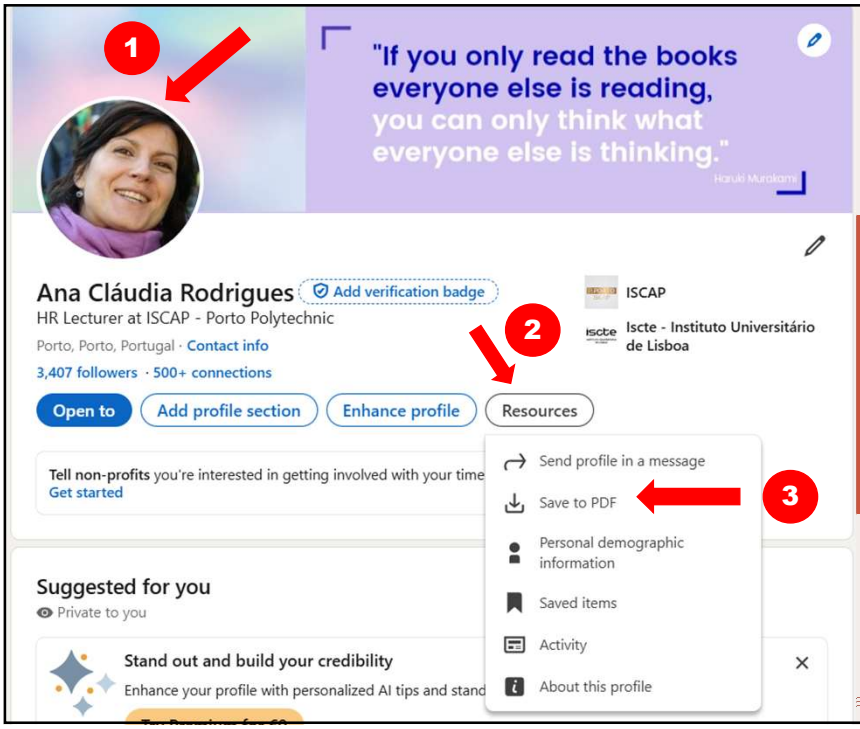
I would like to apply for jobs similar to the ones listed in the ads below: ***[paste the 3 to 5 ads you found]****.*

In addition to what I have listed in my profile, people around me have also noted that I possess these characteristics ***[add 3 to 5 characteristics you identified in your previous research]****.*

I am going to share my LinkedIn profile so you have a complete vision of my background. Please:

(1) Analyse in detail all the content regarding format: banner, photo, graphic view; and content: my headline, summary (About), experience section, and skills to better reflect my background, strengths, and career goals. I would appreciate your feedback on each section, as I aim to increase my visibility in recruiter searches and stand out professionally.
(2) Please offer me an updated way to improve my LinkedIn profile [Upload the PDF version of your profile, see how in the next slide]





TO MAKE A PDF OF YOUR LINKEDIN

1. Go to your profile, click on your photo
2. Click on "Resources"
3. Chose "Save to pdf"



05/08/20XX

To prepare for next session 25th/26th of June

Please have your LinkedIn profile improved

Do the following exercise

Exercise 4
Who do you want to be?

1. Search 3 LinkedIn profiles of people in your field of expertise who inspire you or whom you aspire to be like.

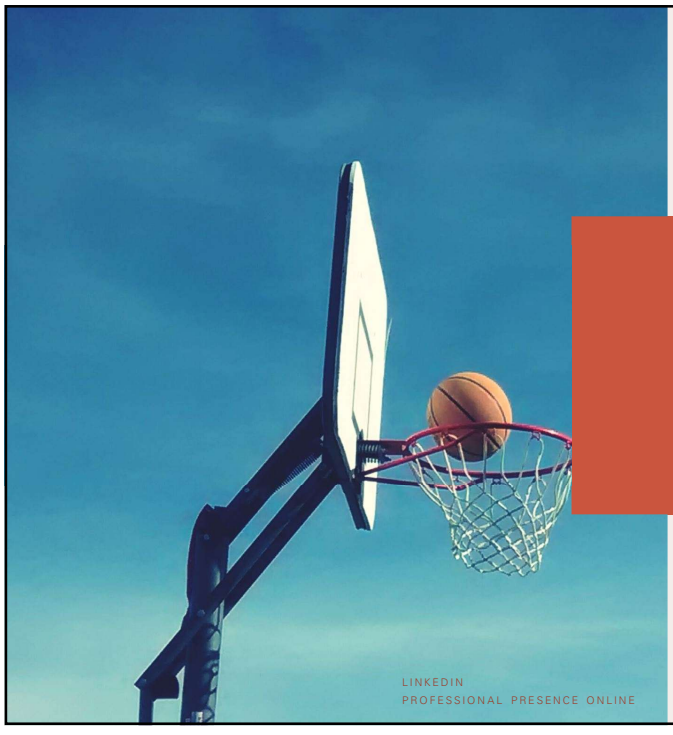
2. Analyse each of the profiles

- Write down the skills, keywords, structure, groups they follow, and the type of interaction they make on LinkedIn

- Follow them and keep the links on your bookmarks

Exercise 5
Check your profile





What would you change?

1. Do you use the same terms/concepts?
2. Is there any category of information you are missing?
3. Which groups/profiles do you follow? Do you want to follow any other? Which ones?

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