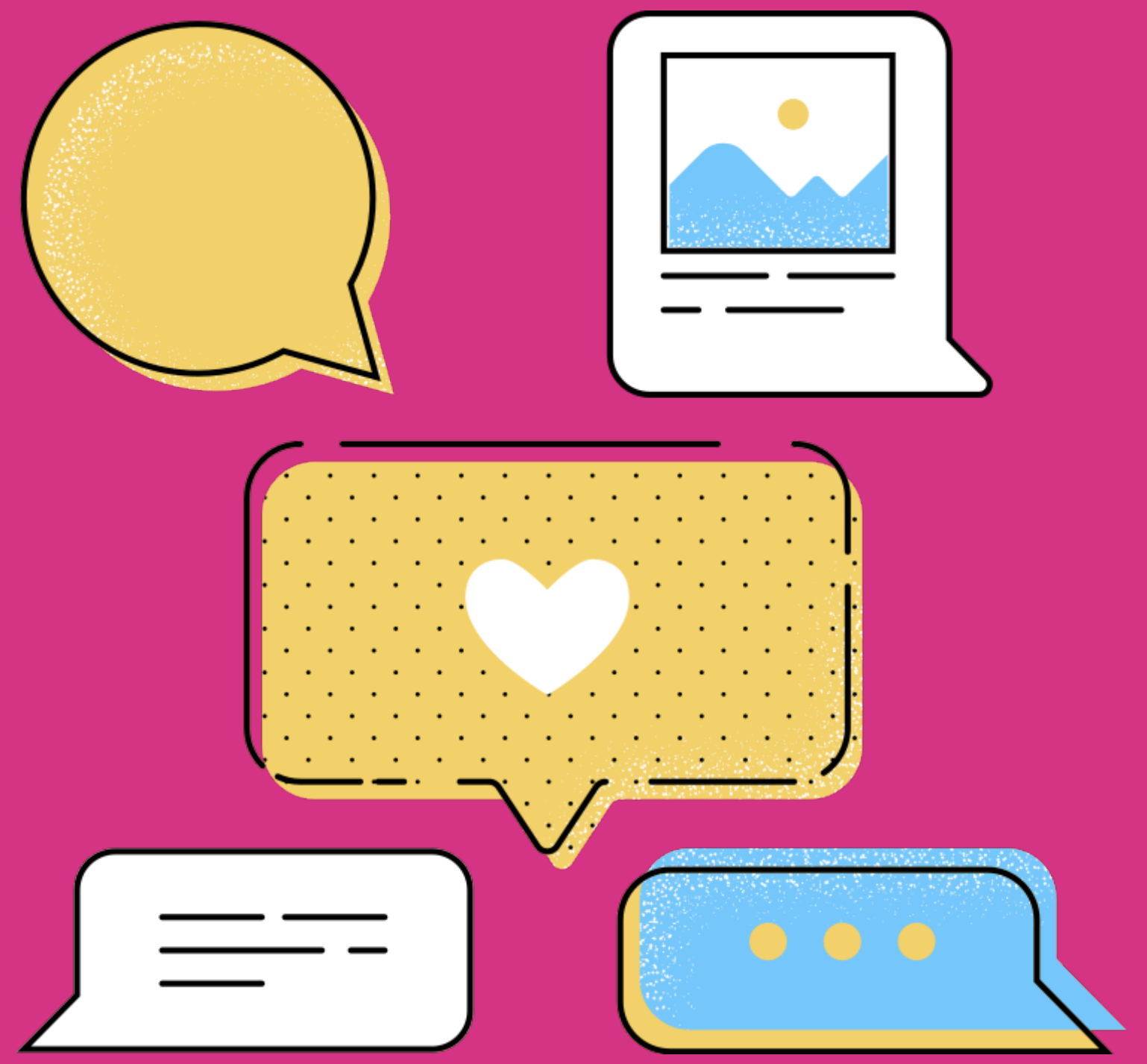




Networking on social media

LinkedIn, Facebook and Twitter



LinkedIn



Building your LinkedIn profile

How to build a LinkedIn profile

Professional picture

High-quality picture from the elbows up. Neutral background, appropriate clothes and remember to smile.

Fill in basic information

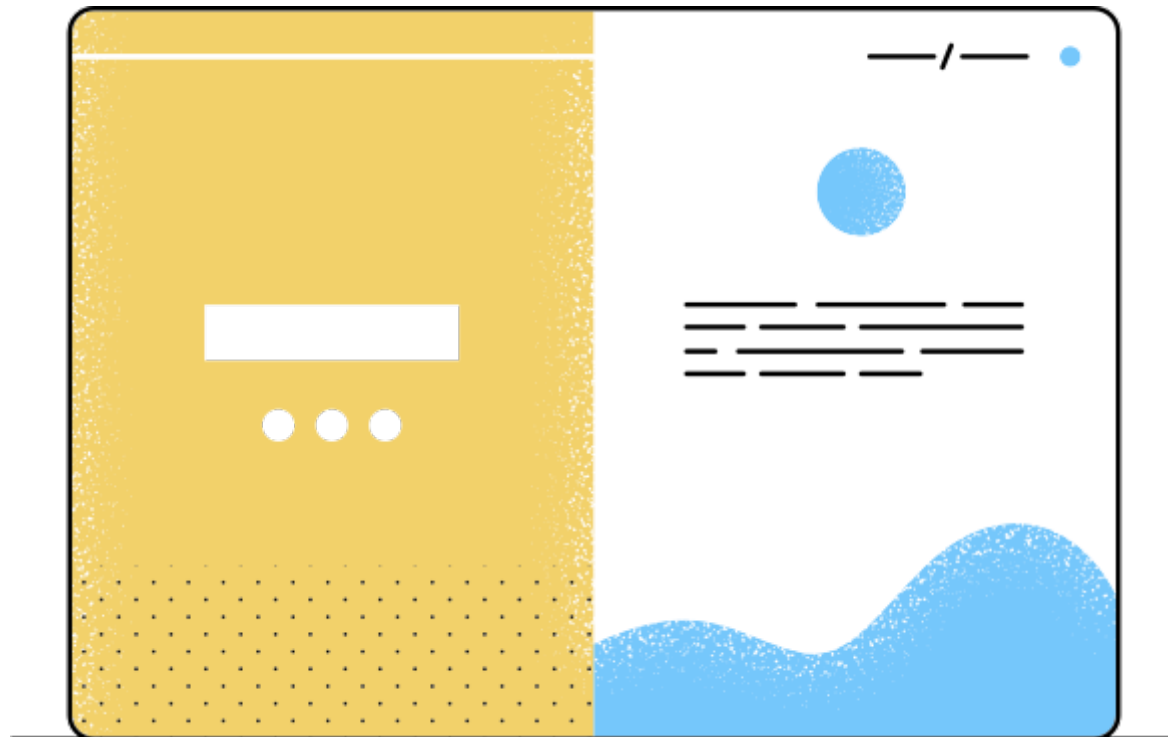
Fill in your education, work experience and skills.

Headline

One sentence about what you do and what is your speciality.

Summary

How to write a summary?



- Write in first person
- Length: about 2 –3 paragraphs and 2 –3 sentences in each paragraph
- Use keywords that match your expertise so that it is easier for employers to find you
 - Keywords: use Keywords that are used in job advertisements to jobs you are interested in
 - That way employers find you by using the same keywords as you
- To the end of the summary add your contact information, website etc.



Example profile

Example how you could write your summary and headline



Name: Ella Example

Headline: Just graduated with a bachelor's degree in Business, specialized in B2B-marketing

Summary

I am Ella Example and I graduated last fall with a bachelor's degree in Business. My dream job would be to work with B2B-marketing on social media.

During my studies we had a lot of projects on B2B-marketing. For example, we made a branding plan for a starting advertising agency. We also worked with B2B-marketing and selling for a movie theater and to a company that sells office supplies. I have also been updating the social media channels of a furniture company.

Along with my studies, I have been working in a furniture company for two years as a salesperson. I am a very sales-oriented employee. I want to bring my knowhow in marketing and make profit for the company I will be working for in the future.

You can reach me through email: ella.example@mail.dot

Expertise: B2B-marketing, Brand communication, social media marketing, Project Management, Project Leadership, Sales, B2B-sales

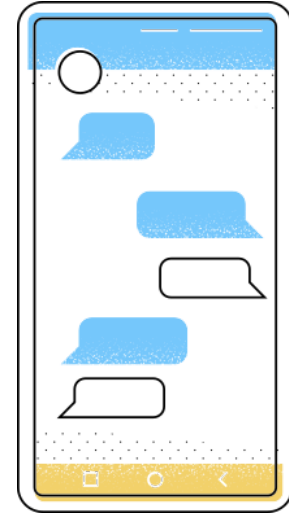
Networking

Sending connect requests



- First, send connect requests to people you know: your colleagues, friends etc.
- When you want to connect with people you don't know so well, write a little note why you want to connect
 - When you are applying for a job or come across an interesting company
 - When you have met someone at a seminar or other event the message should be specific

Networking



For example when you are applying for a job (of course, send the application as requested on the job ad):

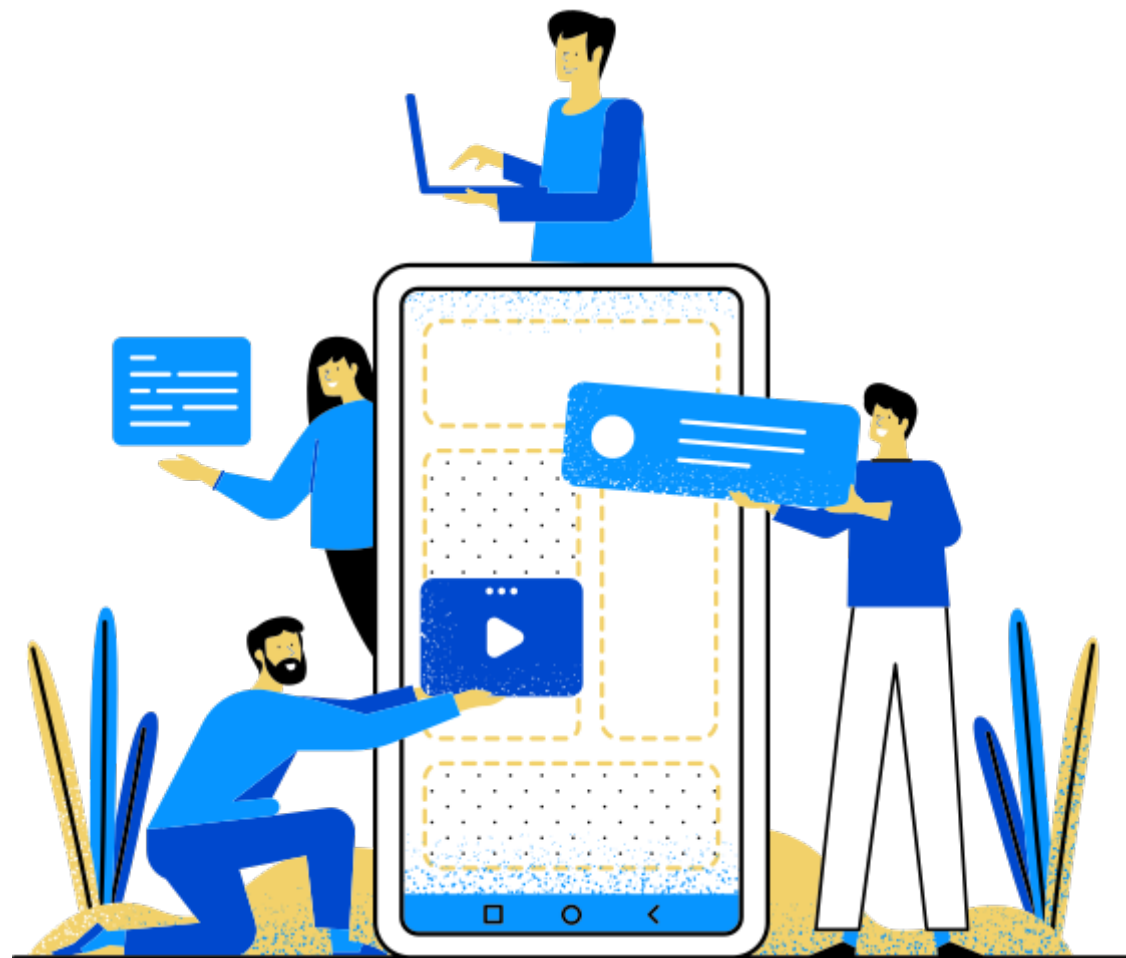
"Hello! I am Ella Example and I noticed you are looking for a B2B marketing expert. I have a lot of experience in B2B marketing and graphic design. It would be nice to connect."

Example message for when you are interested in a company

"Hello I am Ella Example and I would like to someday work in your company. I have a degree from marketing. I have a lot of experience in B2B marketing from different projects that I was a part of in school. Do you have anything that would suit me?"



Connections



SKILL ENDORSEMENT

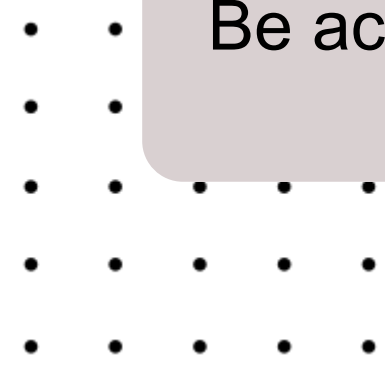
You can endorse your colleagues' skills on their profile

ASK FOR RECOMMENDATIONS

From your connections, for example your former superior

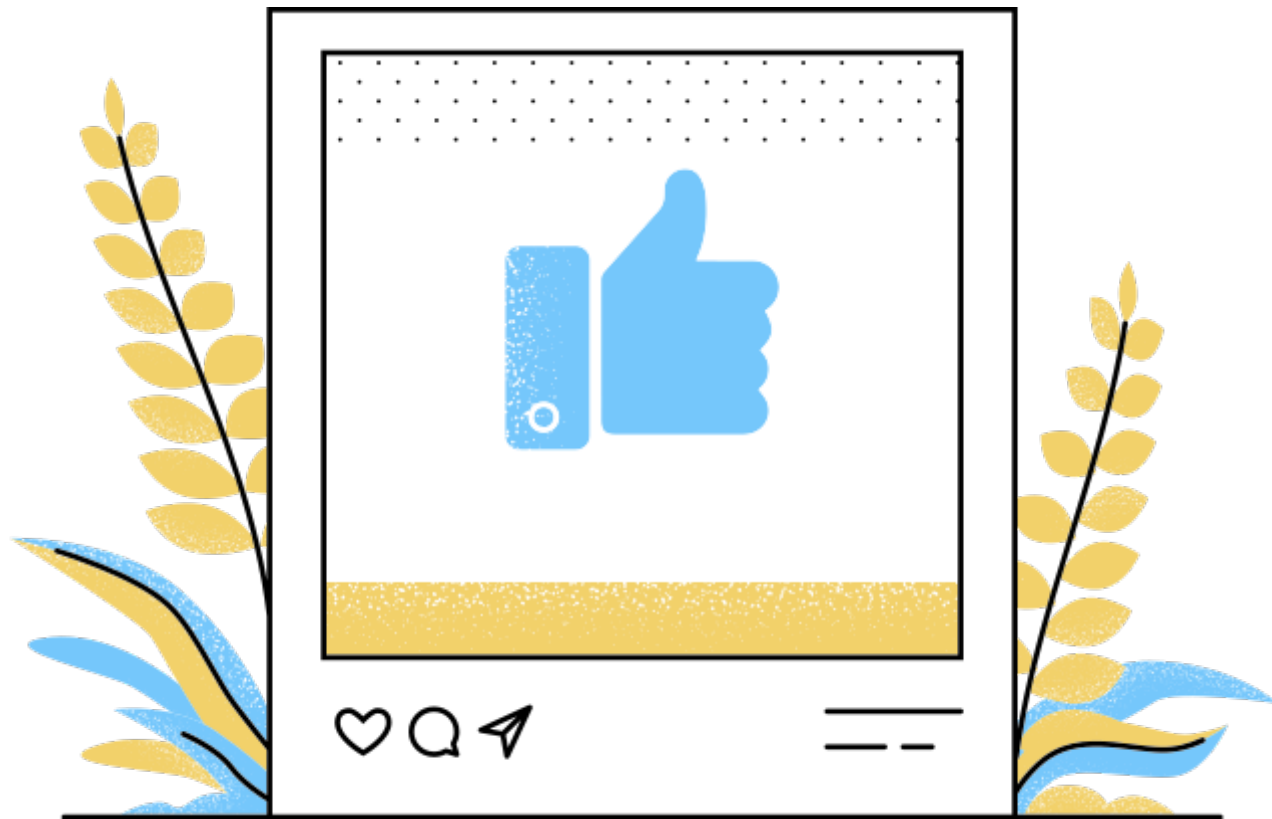
LIKE AND COMMENT ON YOUR CONNECTIONS' POSTS

Be active and participate in conversations



Activity

Be more visible and give value to your connections



Like and comment

By participating in conversations you are more visible and have the opportunity to get new interesting connections.

Make your own posts

Give value to your connections by making posts. Tell about your new job, an event you have been to and what you have learned.

Join groups

There are many groups on LinkedIn where professionals share their views and discuss about current issues in their branch.



Groups

WHERE TO FIND THEM

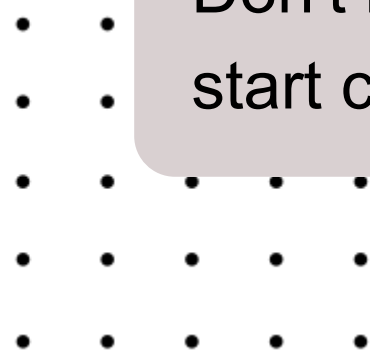
On the upper right corner you can find Work -> Groups.

GROUP RULES

Read the group's rules first so that you know how to act in the group.

PARTICIPATE IN CONVERSATIONS

Don't be a follower, participate in conversations. Make posts and start conversations by asking questions for example.



3

Discover groups
Find other trusted communities that share and support your goals.

Discover

2

Work Try Premium Career for Free

Visit more LinkedIn products

- Learning
- Insights
- Post a job
- Advertise
- Groups**
- ProFinder
- Salary
- Slideshare


LinkedIn suggests groups that might be interesting to you on the Discover-page. You can search Groups that way or...

Groups ▾

Showing 9,089 results

 **SocialMediopolis.com - New Home of Social Media Marketing Group**
Group • 1,997,987 members
This Social Media Marketing group is the largest LinkedIn group in the world focused on digital marketing and aims to help businesses of any size leverage social media to get more followers, sales opportunities,...

 **Marketing | Social Media | Business | Digital Media | CMO | Life Coaching**
Group • 773,650 members
Welcome to this very diversified Group. This is the one of LARGEST groups on LinkedIn.com with almost 800,000 members. We cover all aspects of Digital Marketing - Social Media and Business and hope to...

 **Social Media Marketing Consulting**
Group • 39,028 members
Social media marketing is quickly evolving into an important marketing approach for the business world to embrace. The purpose of this group is to share information for individuals who are or wish to be social...

 **Digital Marketing: Social Media, Search, Mobile & more**
Group • 603,010 members
Professionals working with: Digital marketing, social media, search, mobile marketing, content marketing, marketing cloud, data marketing, personalised marketing advertising, pr, events, jobs, social media,...

 **SOLUTIONators for Marketing, Sales, Social Media, Digital Advertising, Promotion, and PR Innovation**
Group • 646,817 members
#Sales #Marketing #SocialMedia #Advertising #Technology #PR #PublicRelations #DigitalMarketing #Innovation #Promotions #Digital #Leadership #SEO #Media #Agencies #InnovationAssociation...

...search with keywords related to your industry or interest

Job search

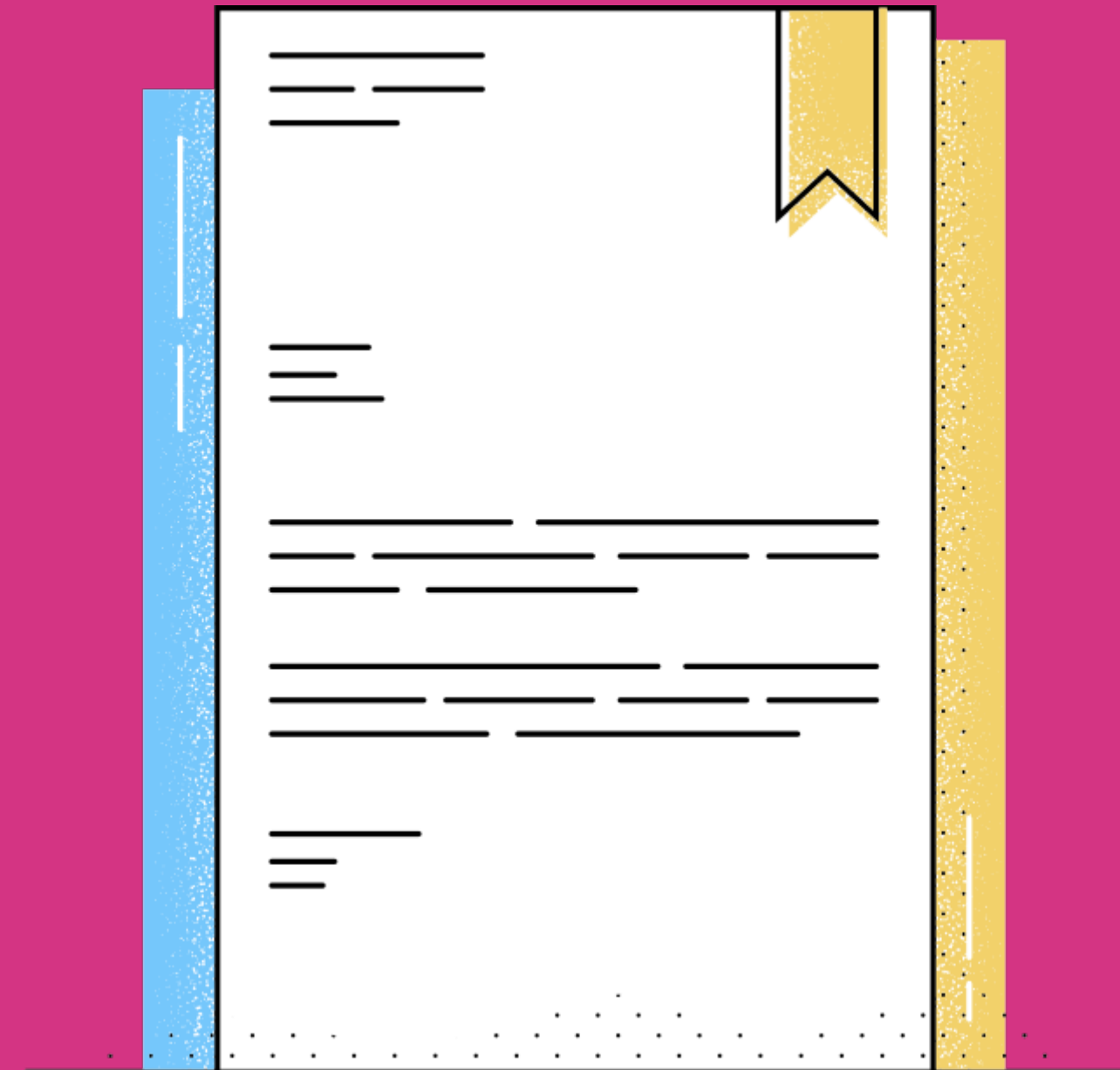
The screenshot shows the LinkedIn search interface. At the top, there is a search bar with the text 'social media marketing' and a magnifying glass icon. To the right of the search bar are navigation icons for Home, My Network, Jobs, and Messaging. Below the search bar, the word 'Groups' is displayed with a dropdown arrow. The main content area shows 'Showing 9,088 results' and lists three groups:

- SocialMediopolis.com - New Home of Social Media Marketing Group**
Group • 1,997,781 members
This Social Media Marketing group is the largest LinkedIn group in the world focused on digital marketing and aims to help businesses of any size leverage social media to get more followers, sales opportunities,...
- Marketing | Social Media | Business | Digital Media | CMO | Life Coaching**
Group • 775,470 members
Welcome to this very diversified Group. This is the one of LARGEST groups on LinkedIn.com with almost 800,000 members. We cover all aspects of Digital Marketing - Social Media and Business and hope to...
- Social Media Marketing Consulting**
Group • 39,026 members
Social media marketing is quickly evolving into an important marketing approach for the business world to embrace. The purpose of this group is to share information for individuals who are or wish to be social...

- You can also use keywords when finding people or jobs → seek for jobs that match your profession
- You can search for people who are interested in the same things that you are or work in the same industry
- By pressing the arrow you can switch to search for people or jobs for example

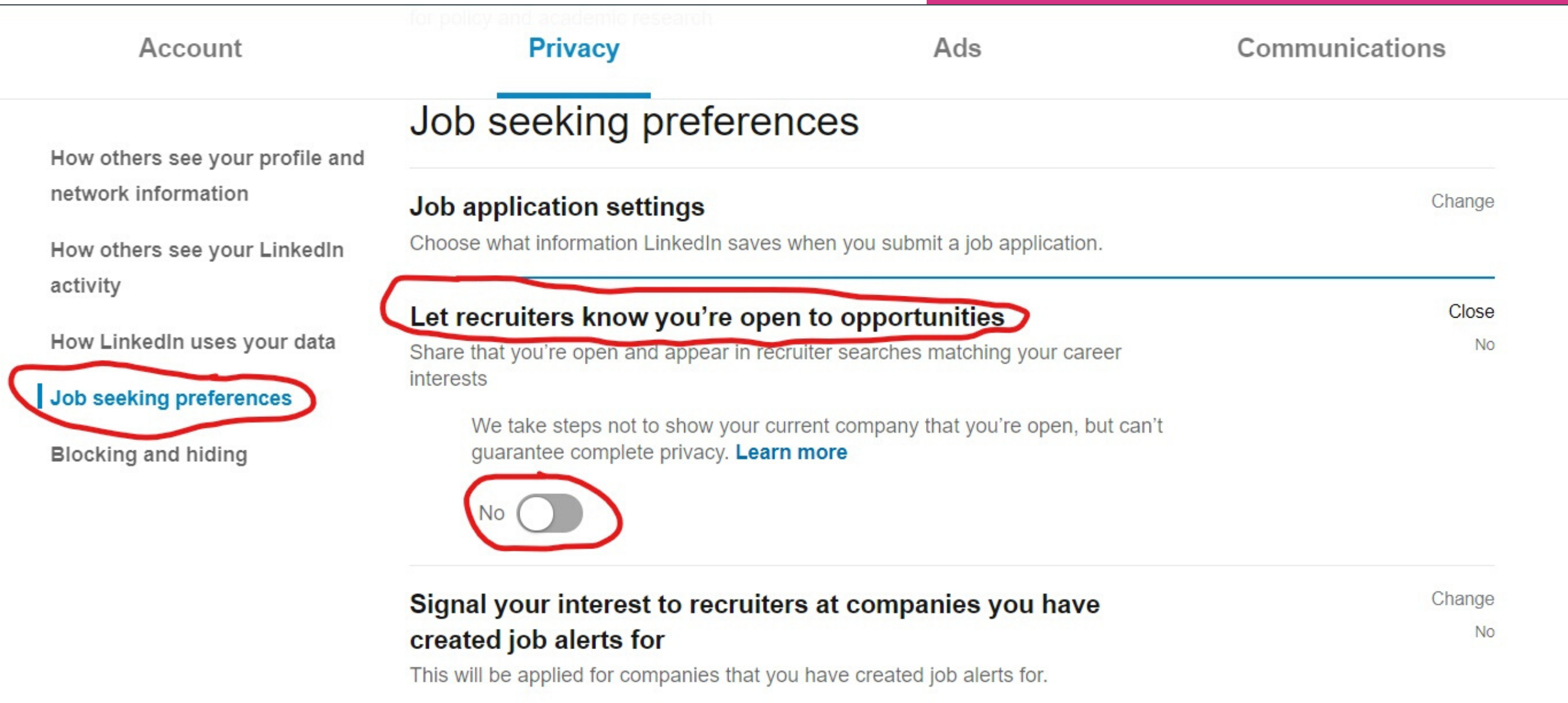
Job search

- When you find an interesting job advertisement you can apply for the job by following the rules on how to apply
- If the recruiter's LinkedIn profile is on the job ad, connect with them. Send them a little note why you want to connect when sending the request
- Follow the company's LinkedIn page, comment on and like their posts -> that way they notice you and consider you a good candidate



Job search

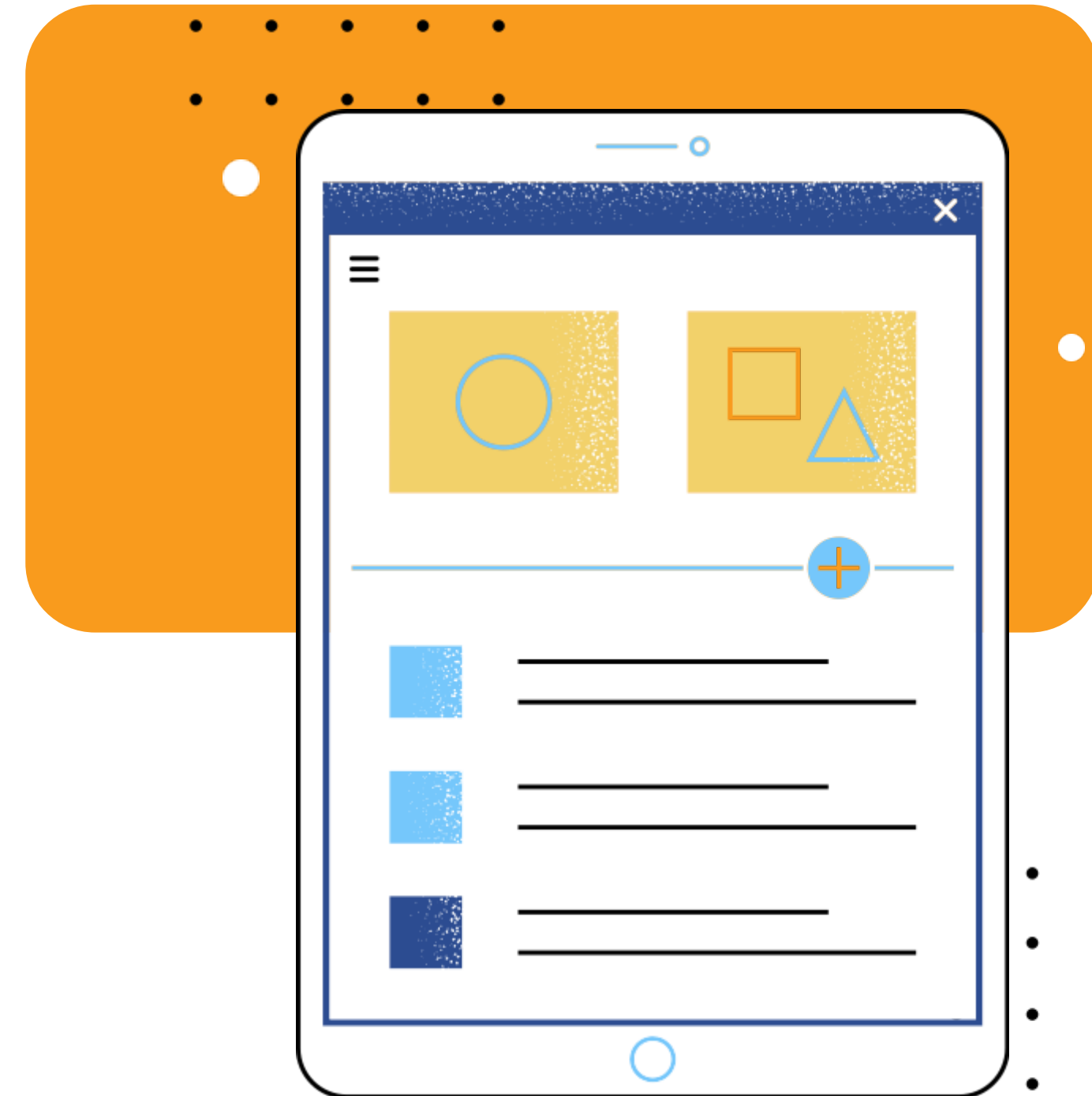
- Switch your status into an active job seeker so that recruiters can find you more easily
- Go to: Me -> Privacy and settings -> Job seeking preferences -> Let recruiters know you are open to opportunities



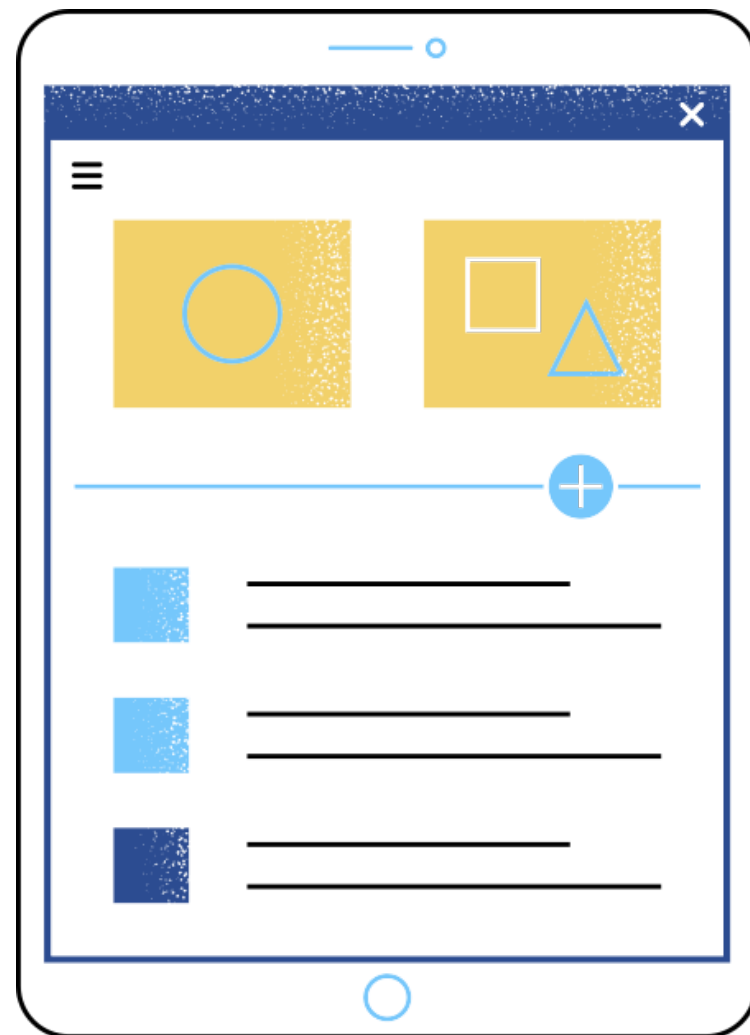
The screenshot shows the LinkedIn Privacy settings page. The 'Privacy' tab is selected. Under 'Job seeking preferences', the 'Job application settings' section is visible. The option 'Let recruiters know you're open to opportunities' is highlighted with a red circle. Below it, a toggle switch is also circled in red, currently set to 'No'. The text below the toggle reads: 'We take steps not to show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)'.

facebook®

Facebook is a personal channel where you shouldn't send friend requests to people you don't know. You can benefit from Facebook if you are looking for a job by following interesting companies and joining Facebook groups which can help you to find suitable jobs.



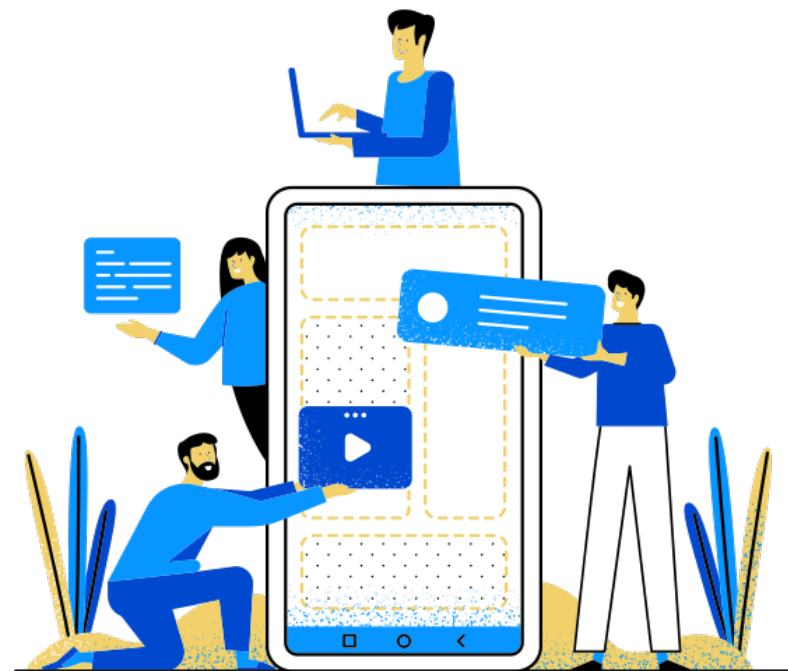
Facebook profile



- Choose a profile picture for you or your company, which is clear and identifiable
- Keep your Facebook profile clean and professional; post pictures and publications that you could easily show to your grandparents or future employers
- Send friend requests to your current and old school mates and also colleagues to make your network grow gradually
- If you have a company profile, invite all your Facebook friends to like your company page

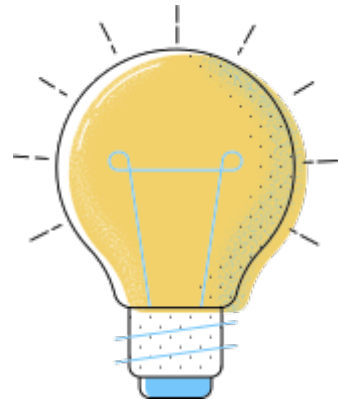
Groups and events

There are lots of different groups on Facebook where you can network with people who are working in the same field or share your interest.



- There is a group in Finnish ” Hae töitä - verkostoidu - ilmoita työpaikoista - somerekry”. You can attend as a private person and there are over 20 000 people in the group.
- There are different kinds of events on Facebook where you can click yourself as “interested” or “attending”. In this way, your Facebook network sees which things you are interested in or what kind of events you attend on your free time. You can also find professional events on Facebook.

Tips



- It's good to like different recruiting pages when seeking for a job. There are two examples of Finnish pages: Duunitori and TE-palvelut Varsinais -Suomi. This way you can get the latest information of new job opportunities on your own Facebook front page.

- You can like, react and comment on others' posts. It's easier to only like or react on posts, but a better way to stay in mind is to also comment, share your thoughts, ask opinions and take part in discussions. It's good to be open -minded to new people on Facebook.



Twitter profile



Username

- Choose a name that is easy to remember and is for example your first name + last name
- Avoid using numbers and underlines

Profile picture

- Choose a picture that you use on other social media platforms → If the pictures are different people might not recognize you from other platforms

Twitter profile

Website

- Even if you don't have a blog or a website, link your other social media accounts. That way your followers can see on which platforms they can also find you.

Bio

- The bio is important because a person chooses to follow or not to follow you by it
- Like on LinkedIn, on Twitter the searches are made based on keywords
 - Use keywords that match your expertise
- In a good bio you tell genuinely who you are and what you do
 - Start by listing your most important accomplishments and things that you

Detail the opportunities in the market that have arisen that will make this possible.

Creating and evolving your personal brand



- A good profile picture is everything
 - With a professional and happy picture you give a clear message to your followers
- Choose a picture where you are alone
 - > When there are no other people in the picture the brand is targeted at you
 - Keep the picture up to date
 - Rule of thumb: The picture is old if it was taken one year ago

Creating and evolving your personal brand



- The banner is a free space for marketing
 - Create a banner that matches with your personal brand
- Make all your social media accounts consistent so that you are easily recognizable
 - Use the same profile picture and banner
 - Link your profiles to one another-> visitors can see all your profiles
 - This helps in building your brand and gives a polished image of you

Creating and evolving your personal brand



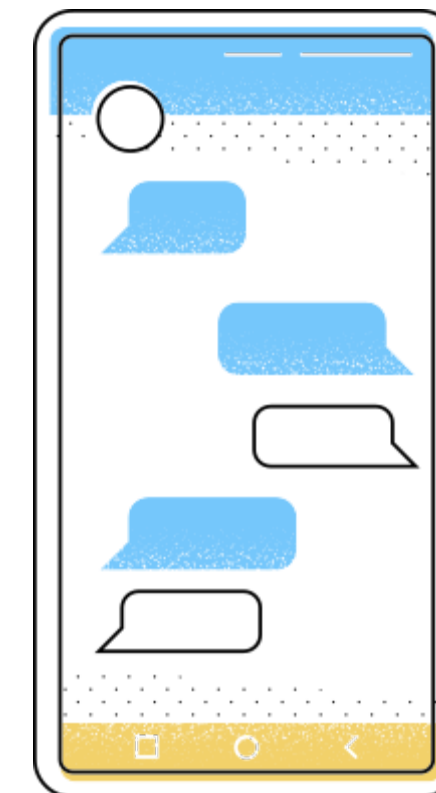
- Tone of voice in online communication
 - Remember that in online communication the other person can not see your expressive behavior or hear the tone of your voice
- Communication must be thought out carefully
 - In what kind of conversations you take part
 - How do you communicate in conversations
 - Misunderstanding is a problem in online conversation so remember to be careful

Creating and evolving your personal brand



- Take a look at your digital footprint → when was the last time you Googled yourself?
- As a professional in working life, you should consider what kind of history can be seen from your social media accounts and ponder if it matches your goals right now
 - Clean up your social media accounts once in every while to match your current interests

- Twitter is an excellent place for networking because you can start to follow people without having to send a request
- Follow people and companies that post interesting content
- Activity is rewarded with new connections so participate in conversations
- You can contact easily -> ask questions publicly or with a private message



4 tips for job-seeking

1. Add a profile picture and a bio

- all the things above

2. Create and share content

- On Twitter, everyone can see your posts so think carefully what you post!
- Tweets have a maximum of 280 characters

3. Follow people and companies

Find out which persons and companies are relevant in your field of business and follow them

- Follow recruiting companies that share job ads

4. Use

