

## Make the most of your LinkedIn profile

### 1. Discuss the questions.

- What does personal branding mean?
- How important is it to create positive personal branding in IT sphere?
- Do you do anything to create your personal brand?
- Do you use any social media platforms, such as LinkedIn, to promote yourself?
- What benefits might a presence on such platforms bring?

### 2. Watch the first part of a [video](https://youtu.be/CKuY8x2gcpE) [https://youtu.be/CKuY8x2gcpE] (to 00:46) and answer the questions below.

- a) What is the speaker's attitude towards LinkedIn?
- b) The speaker says that "*LinkedIn is this kind of dorky social media cousin of all the platforms*". Does the word 'dorky' mean:
  - awkward?
  - funny?
  - serious?

### 3. Discuss the questions.

- If you have one, how do you feel about your LinkedIn profile? Does it need to be improved?
- If you don't have a LinkedIn profile, would you ever decide to set one up for professional reasons?
- What do you think the remaining part of the video might present?



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### 4. Match the halves to create sentences.

- |   |   |
|---|---|
| a) Some social media platforms give you                 | 1) <u>gain traction</u> quicker than they did years ago.                |
| b) Thanks to social media, ideas and products may       | 2) your professional social media profile.                              |
| c) If you want to <u>make yourself discoverable</u> ,   | 3) to find the right people and give them a job or other opportunities. |
| d) There are people constantly <u>scouring</u> LinkedIn | 4) opportunities to <u>reach connections</u> without a large following. |
| e) It can be disappointing to <u>miss out on</u>        | 5) you should definitely have a LinkedIn profile.                       |
| f) It's a good idea to have an expert <u>audit</u>      | 6) opportunities because of a fear of the unknown.                      |

### 5. Read the sentences from ex. 4 and paraphrase the underlined words and phrases with your own words.

### 6. Watch the second part of the [video](#) (from 00:46 to 05:09) and answer the questions.

- a) Did the speaker put all her experiences under her background on LinkedIn?  
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- b) What is so special about LinkedIn when you compare it to other platforms?  
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- c) Why should people be on LinkedIn, according to Madeline Mann?  
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- d) What photos perform best on LinkedIn?  
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- e) What keywords can we add to our LinkedIn headline?  
.....
- f) Why did Madeline delete almost all of her jobs from her LinkedIn profile?  
.....

## Make the most of your LinkedIn profile

7. Match the verbs to the phrases on the right to create collocations. Then, watch the last part of the [video](#) (from 05:07 to 6:58) to check your answers.

- |                      |                             |
|----------------------|-----------------------------|
| a) rewrite           | 1) your personal experience |
| b) avoid             | 2) on opportunities         |
| c) craft             | 3) discussion               |
| d) draw from         | 4) your narrative           |
| e) spark             | 5) a headline               |
| f) review and update | 6) your profile             |
| g) lose out          | 7) clichés                  |

8. Discuss these pieces of advice. Do you agree or disagree? Why (not)?

- Your photo and headline are the most significant parts of your LinkedIn profile as these things make someone interested.
- The About Me section (profile summary) should include very specific information without clichés.
- A great profile tells your best story and not a full story, so take your time to craft it accordingly.
- To stand out on LinkedIn, you have to draw from your personal experience.
- It's crucial to review and update your profile quarterly.
- You may lose out on opportunities if you don't have a LinkedIn profile.

9. Analyse the parts of some LinkedIn profiles. Then, rewrite them to avoid the underlined clichés and make the statements more personal.

EXAMPLE:

*I work well in teams. >>>*

*I feel that bringing ideas together with other people is invaluable. To give an example, my last team managed to pull off a large project which won us customers for life.*

a) I always try to think outside the box and develop creative solutions.

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.....

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b) I'm considered an effective problem solver who knows how to troubleshoot by applying different strategies.

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c) A detail-oriented hard worker looking for new challenges.

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d) I'm passionate about coding.

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e) People I've worked with over my ten-year career in IT perceive me as a competent communicator.

.....  
.....

### 10. Homework. Write your LinkedIn profile summary. Then, show it to your partner for peer review.

*A profile summary is the text box at the top of a LinkedIn profile (below your photo). It's an open-ended space (2,000 characters max) where you write an overview of your professional life.*