



Using LinkedIn & Managing Your Digital Profile

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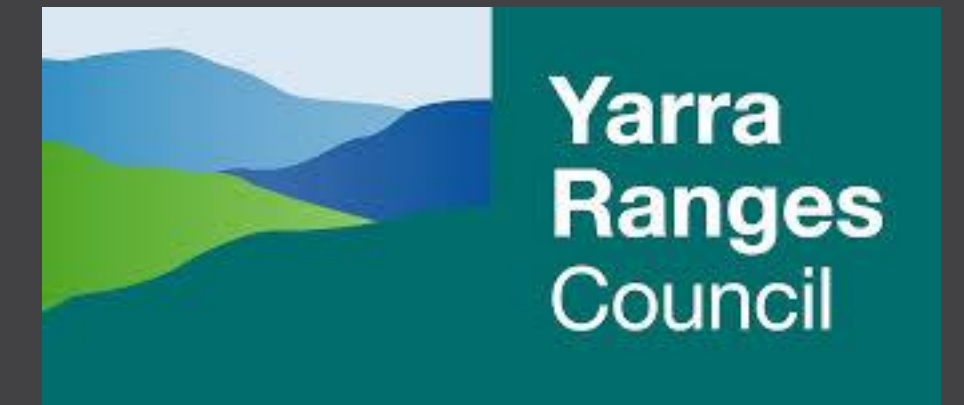
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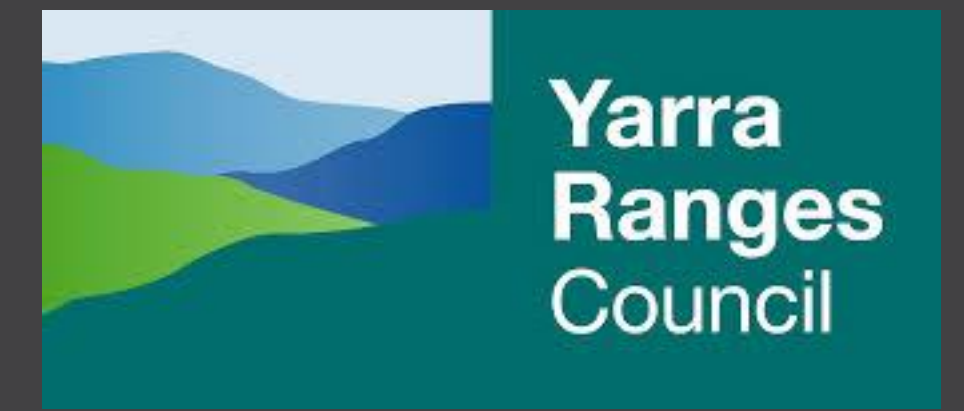
What this Webinar Will Cover



- Your Online Digital Profile
- Intro to LinkedIn
- Difference b/w LinkedIn Profile & Resume
- LinkedIn Free Features
- LinkedIn Networking Top Tips
- Q&A



LinkedIn & Career Downloads



Professional Profile Checklist



[DIGITAL DOWNLOAD] JOB APPLICATION TOOLKIT

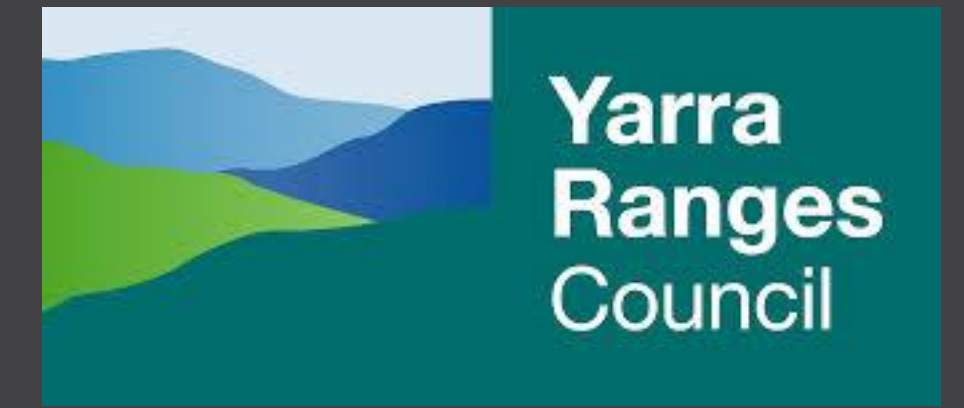


Your Online Digital Profile

- Google search - what do you find?
- Take control of social media privacy settings (especially Facebook and Instagram)
- Make LinkedIn where people can find you by having a LinkedIn Profile



LinkedIn Opportunities

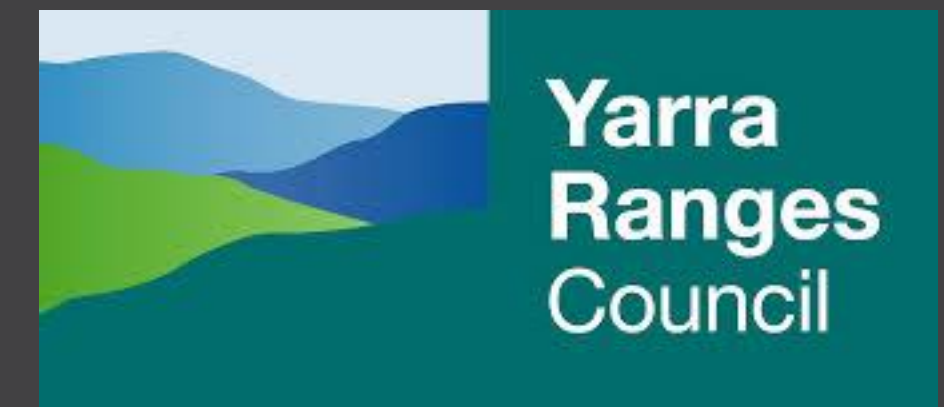


- Manage online presence
- Build personal brand
- Research industries & roles
- Apply for jobs
- Network with professionals
- Learn from others
- Learn soft skills



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Introduction to LinkedIn



Who are you?	LinkedIn Profile	LinkedIn Company Page	Recommended Focus
School Leaver or Graduate	Yes	N/A	Follow relevant companies and industry leaders you wish to learn from. Passive networking.
Tradie	Yes	Yes - if you own and run your own business	Make sure LinkedIn Profile and Company Page info is up to date.
Professional or Manager or Senior Business Leader*	Yes	N/A	If in active job search, activate Open to Work feature and set up Job Alerts. Follow relevant companies and industry leaders you wish to engage with to stay informed with industry news and trends. Passive networking.
Business Owner*	Yes	Yes	If B2B focus or professional services, consider a LinkedIn content strategy. *May also engage in active networking.

LinkedIn Profile Checklist



- Photo & Headline
- Open to options
- Private dashboard
- About
- Featured section
- Experience
- Skills & endorsements
- Recommendations
- Interests



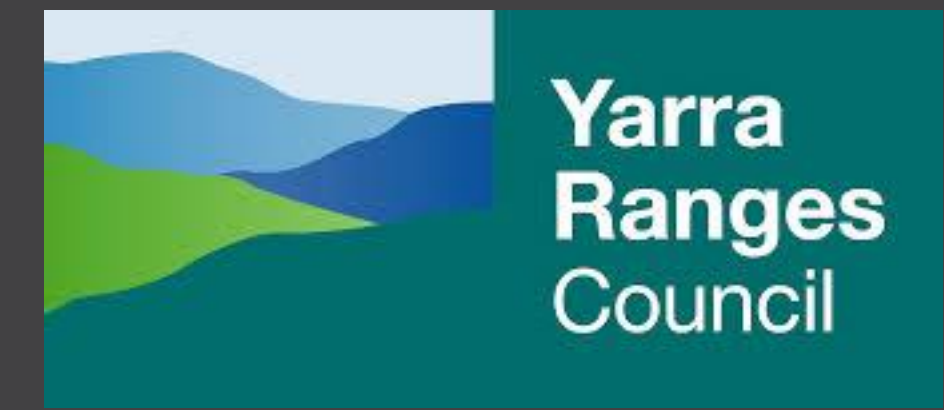
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- Style - written differently
- Images and headline - more scope
- Featured section - more scope
- Posting - more active



LinkedIn Free Features for Job Seekers



- [LinkedIn Career Explorer](#)
- [Open to Work](#)
- [LinkedIn Job Alerts](#)
- [LinkedIn Learning]



Find new jobs with the skills you already have

LinkedIn's data uncovers career paths by matching your skills to thousands of job titles.



My Jobs | Job Alerts | Salary | Skill Assessments | More ▾ [Post a free job](#)

Search for your next job

Search by title, skill, or company | City, state, or zip code | Search

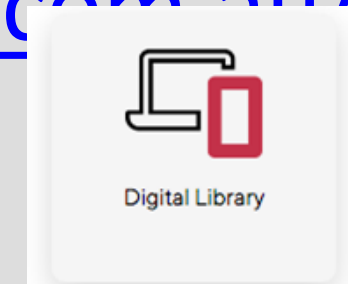
Job searches < >

How to Access LinkedIn Learning

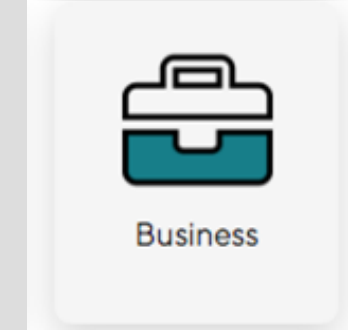


1. Go to <https://www.yourlibrary.com.au/>

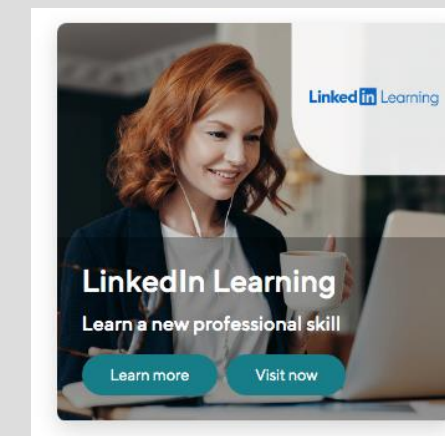
2. Click on Digital Library



3. Click on Business



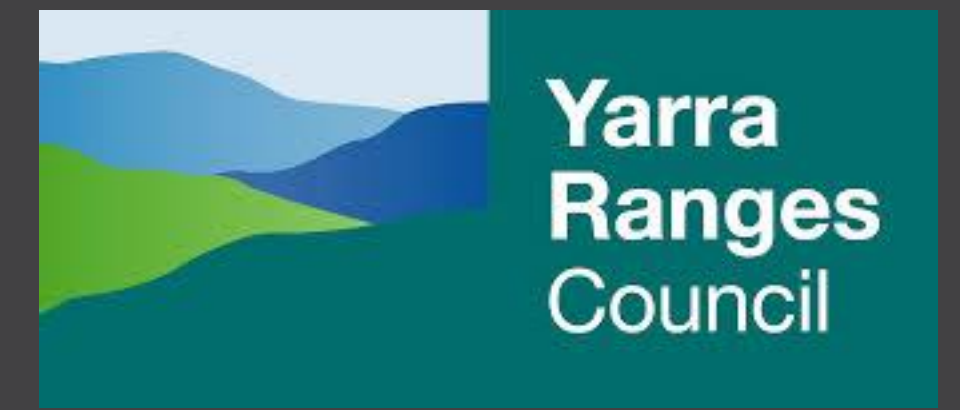
4. Click on LinkedIn Learning



5. You'll need your library card and pin number to access



LinkedIn Profile VS Resume



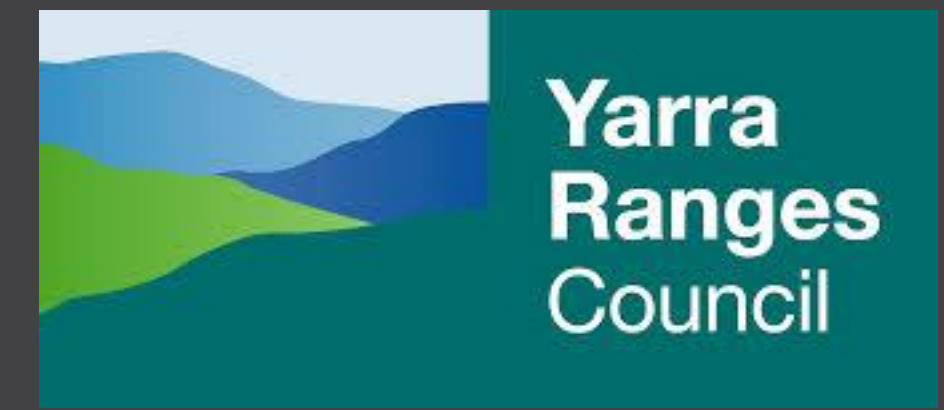
The Differences

- Focus - general versus specific
- Format - storytelling versus more formal
- Features - multiple versus limited
- Use - set up once* versus tailored every time



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LinkedIn Free Features for Small Business

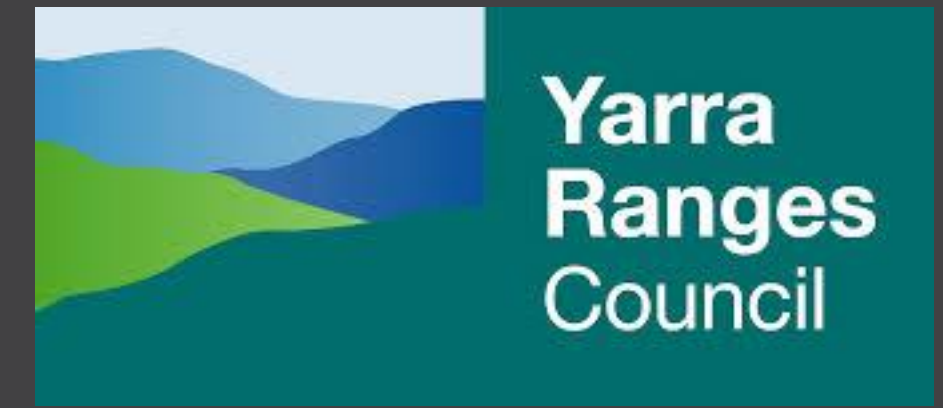


- Most suitable for professional services (e.g. lawyers, finance, insurance, etc), educators, trainers and consultants
- Business to Business focus
- LinkedIn Profile
- [LinkedIn Company Page](#)



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LinkedIn Networking Top Tips

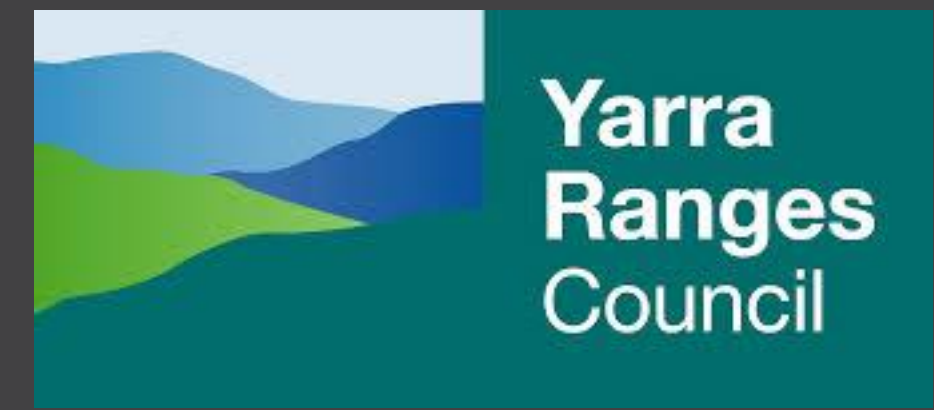


LinkedIn is like a virtual library for industry news and an office corridor where you're constantly passing extremely interesting people and conversations.



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Passive Networking on LinkedIn



- Connect with everyone you know
- Send personalised invitations to new people you've met
- Accept invitations to connect promptly
- Send follow up messages to new connections
- Like & comment on relevant updates from colleagues and companies
- Send interesting content to connections via messaging
- Connect your online dots



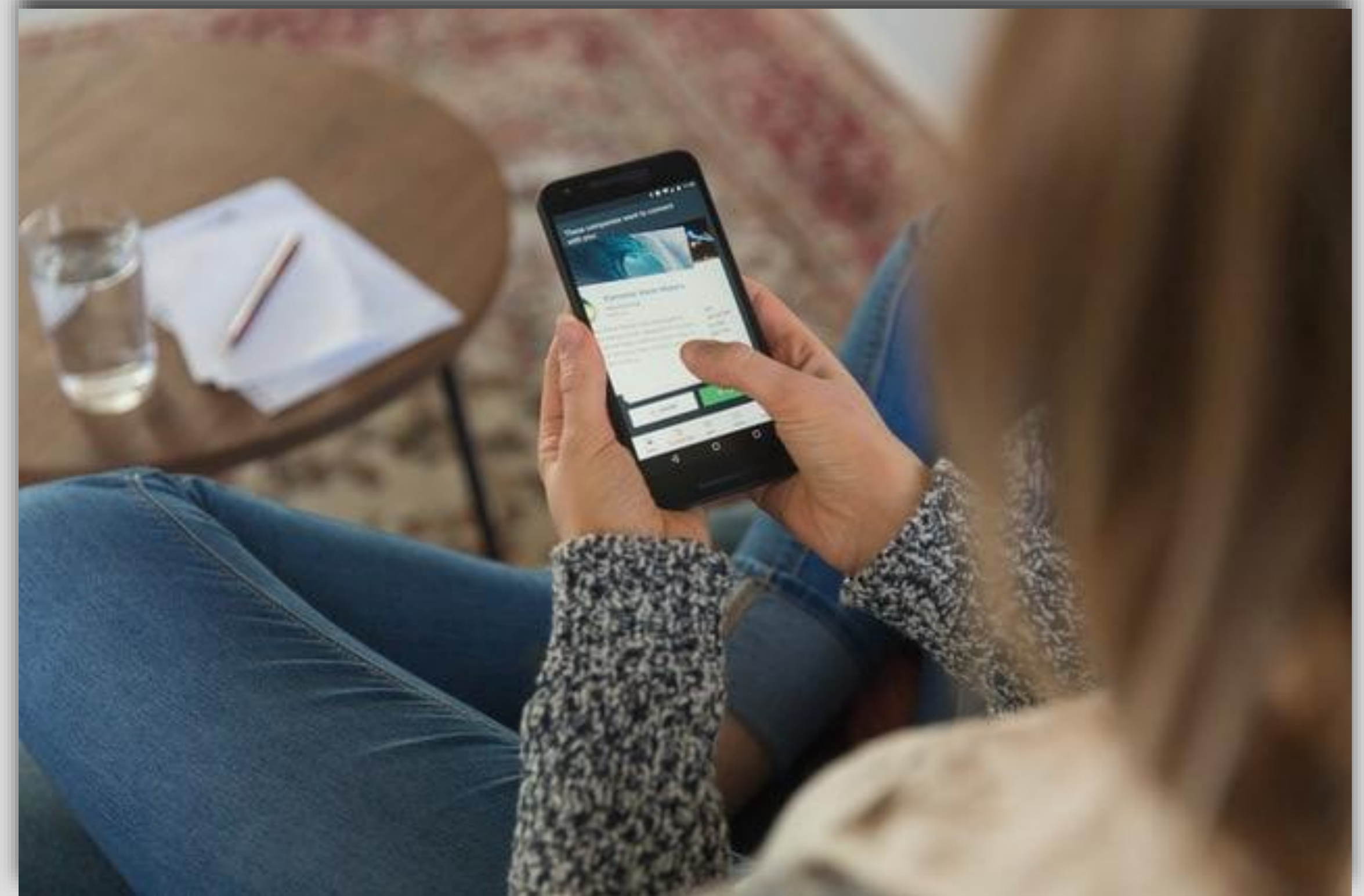
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Active Networking on LinkedIn*



LinkedIn's content features including:

- Posting images with a commentary
- Posting a document
- Publishing a LinkedIn article
- Posting videos
- Creating a Poll
- Creating an Event
- Offering Help
- Posting LinkedIn Stories
- [Applying for LinkedIn Live!]



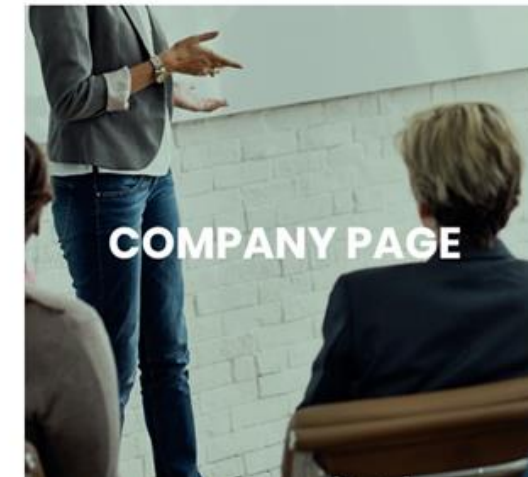
**Most relevant for Senior
Leaders and Business
Owners*



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Helpful Free Resources

Key Blog Topics



Visit

<https://thinkbespoke.com.au/linkedin-learning-resources>

Get Started



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LinkedIn Jobs Report 2021

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Learn more about the key trends from Australia's Jobs on the Rise



The rise of the care economy



Transferable skills are in demand



The acceleration of remote work and digital transformation

[Jobs on the Rise in Australia 2021](#)

QUESTIONS?

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