



Reti e strumenti Europei per la mobilità

EOJD – Pronti a ripartire, 8 luglio 2020

Marirosa Chiocca, Consulente EURES Regione Liguria





I passi per costruire un buon profilo LinkedIn

Cristina Gagino



Il tuo Profilo, la
tua Storia



Presentarsi su LinkedIn

- Al centro dell'attenzione la tua storia, le tue competenze, i tuoi obiettivi, ma anche le tue passioni e i tuoi interessi
- LinkedIn ti offre la possibilità di fare una bella presentazione di te





L'importanza della prima impressione

Text space

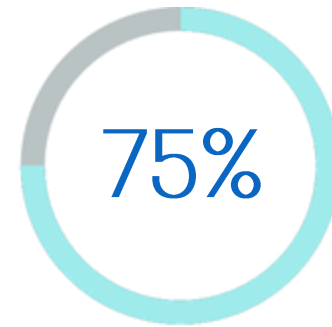
- https://youtu.be/EmzgakMsf_GQ



Ecco come attirare l'attenzione dei selezionatori

COSA NON PUO' MANCARE NEL TUO PROFILO

1. Foto, Headline & Sommario
2. Esperienza
3. Istruzione
4. Esperienza di volontariato
5. Competenze



dei selezionatori
guarda i profili
per conoscere
i candidati

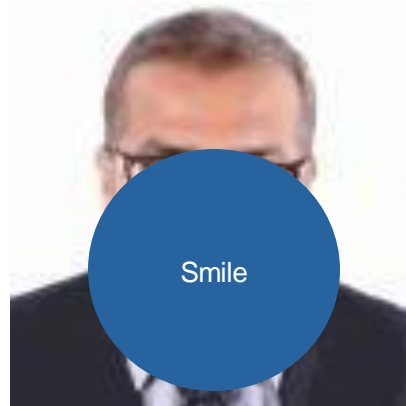
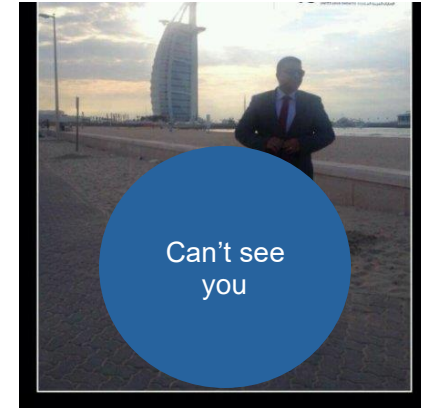
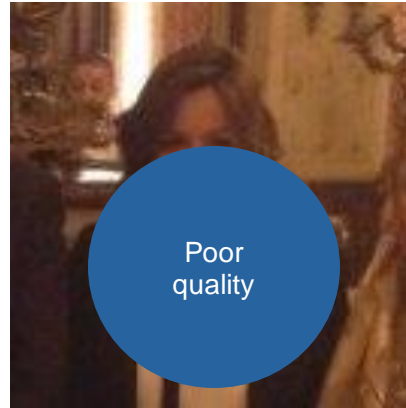
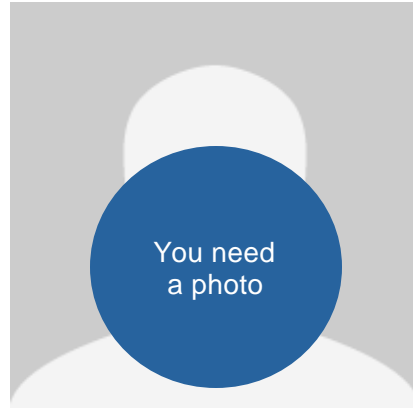
Prima Impressione

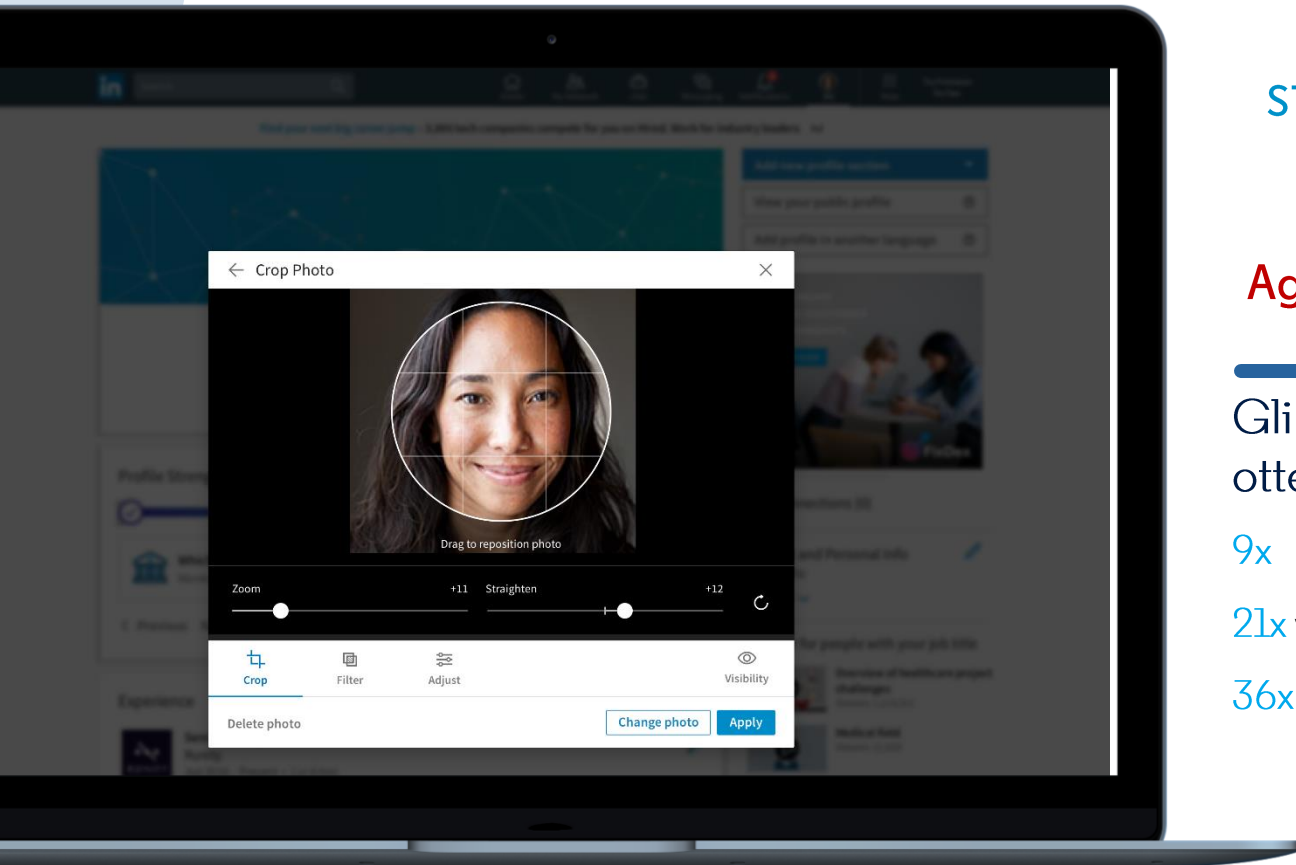


L'importanza di:

- Una tua Foto
- Il tuo Headline
- Il tuo sommario

Cosa c'e' di sbagliato in queste Foto Profilo?





STEP ONE

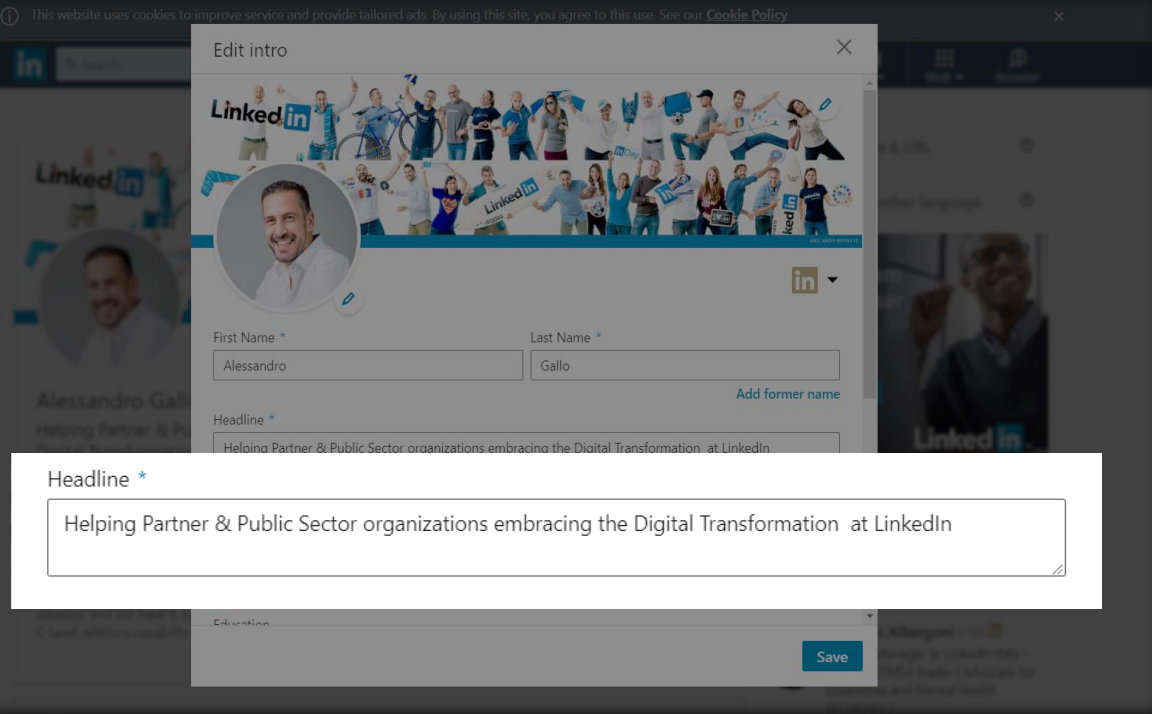
Aggiungi una foto

Gli utenti con una foto
ottengono fino a:

9x piu' richieste di connessione

21x visualizzazioni del Profilo

36x messaggi in piu'

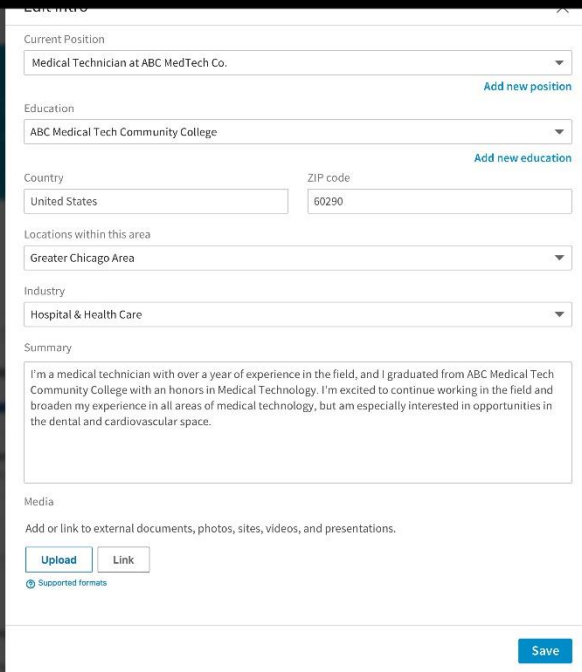


STEP TWO

Aggiungi la Headline

E' il tuo slogan, il tuo "amo"!

- La frase in grado di catturare l'attenzione del visitatore in modo originale.
- Chi sei, cosa fai e cosa ti appassiona sono aspetti che puoi racchiudere in questo tuo slogan.



EDUCATION

Current Position
Medical Technician at ABC MedTech Co. [Add new position](#)

Education
ABC Medical Tech Community College [Add new education](#)

Country ZIP code

Locations within this area
Greater Chicago Area

Industry
Hospital & Health Care

Summary
I'm a medical technician with over a year of experience in the field, and I graduated from ABC Medical Tech Community College with an honors in Medical Technology. I'm excited to continue working in the field and broaden my experience in all areas of medical technology, but am especially interested in opportunities in the dental and cardiovascular space.

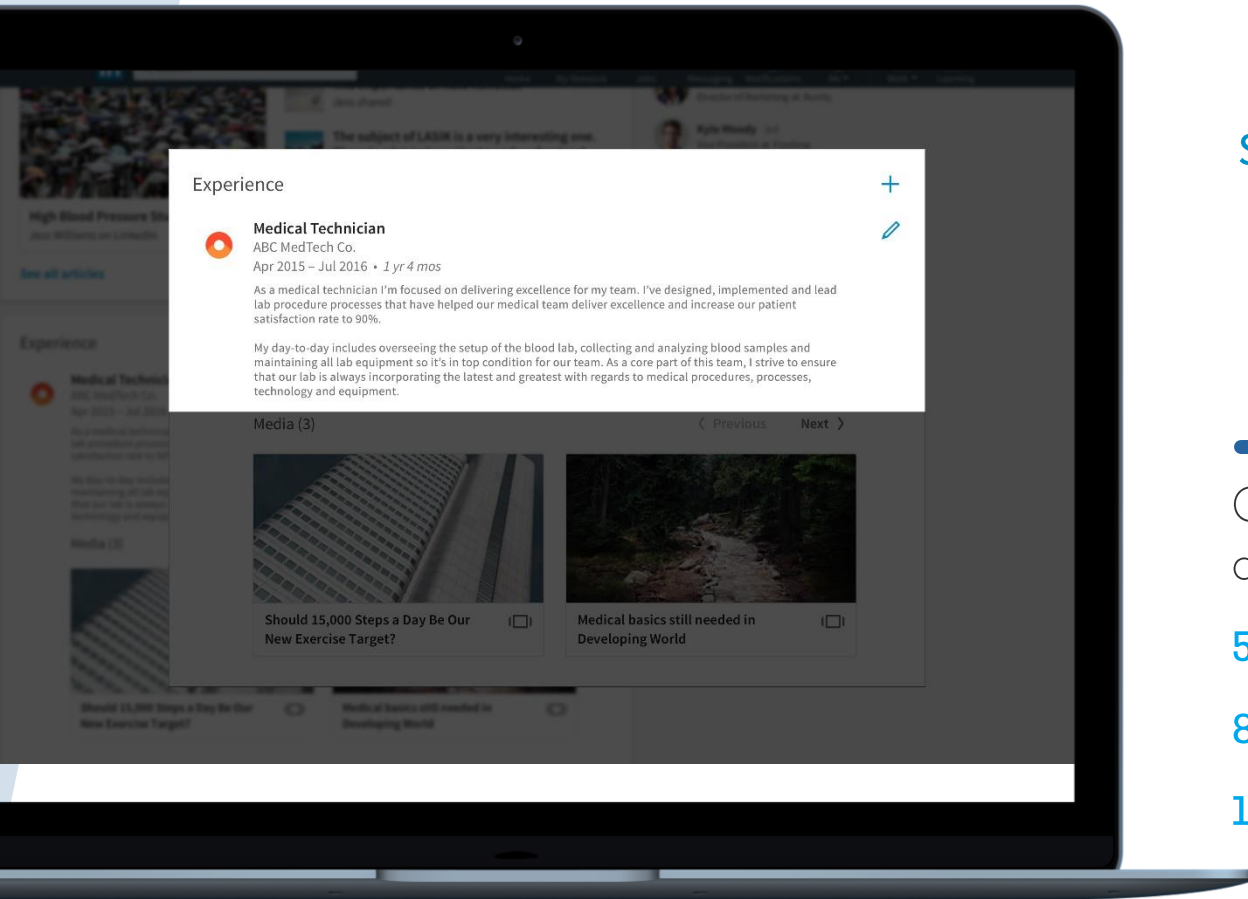
Media
Add or link to external documents, photos, sites, videos, and presentations.

[Supported formats](#)

STEP THREE

Scrivi un Summary convincente

- E' il tuo "elevator pitch"
- Focalizzati sui successi professionali e le aspirazioni
- Scrivi almeno **40+** parole

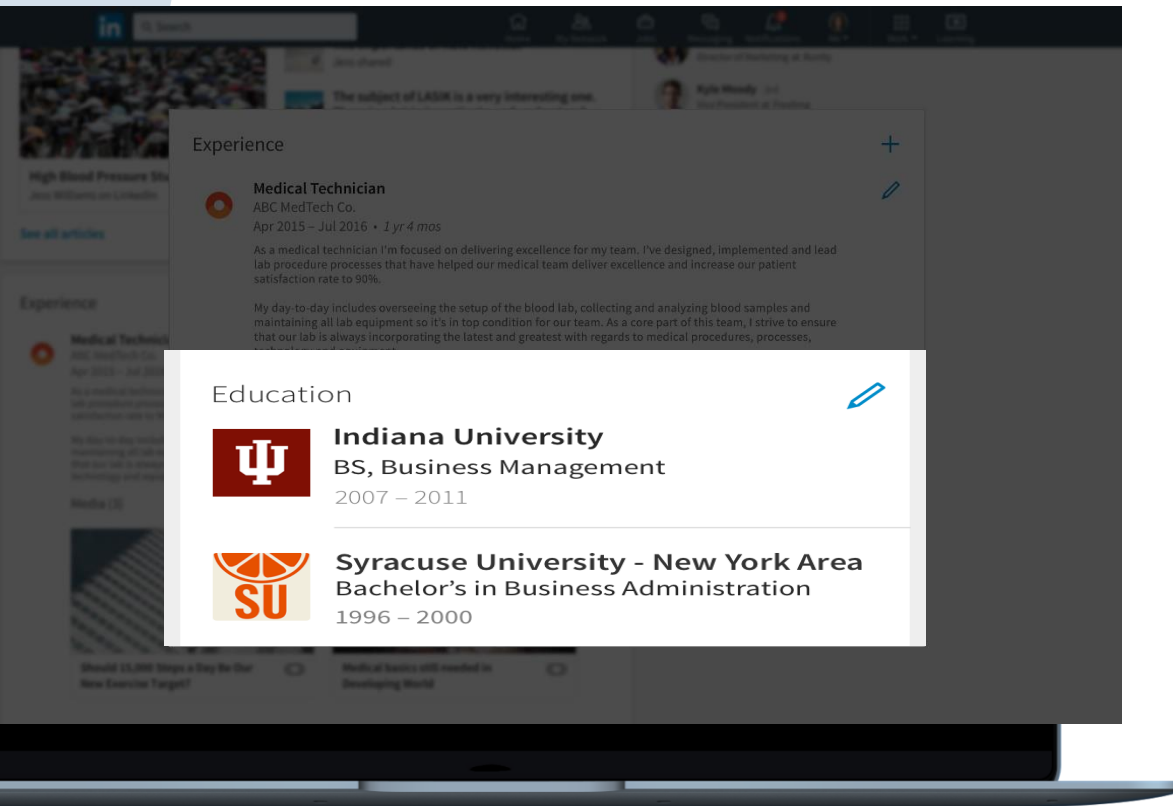


STEP FOUR

Dettaglia le tue esperienze Professionali

Gli Utenti con le esperienze aggiornate ricevono fino a:

- 5x in piu' richieste di connessione
- 8x in piu' visualizzazioni del Profilo
- 10x in piu' messaggi



STEP FIVE

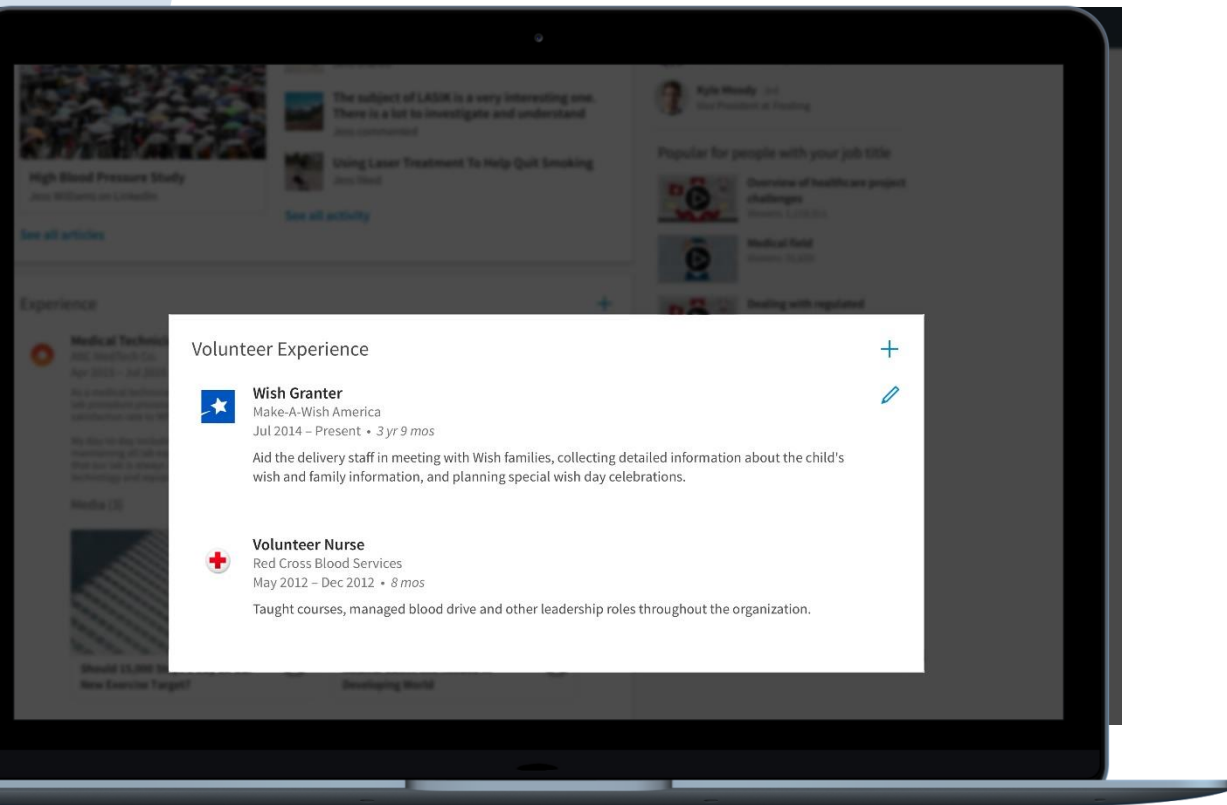
Istruzione:

Il fondamento della tua carriera

I candidati che indicano la scuola di provenienza, ottengono

10x visualizzazioni del Profilo

- ✓ Aggiungi la tua scuola, l'area di studi e la laurea
- ✓ Includi attività sociali e culturali e le tue passioni



STEP SIX

Aggiungi eventuali Esperienze di Volontariato


Gli Utenti che aggiungo un'esperienza di volontariato ottengono fino a **6x** volte in piu' visualizzazioni del profilo rispetto agli Utenti che non le hanno


Edit Intro ✕

Current Position


Featured Skills & Endorsements ✎


Financial Analysis · 50 +

 Endorsed by Lucille Garza and 14 others who are highly skilled at this


 Endorsed by Robin Rodriguez and 12 other mutual connections


Financial Modeling · 35 +

 Endorsed by Abigail Beck and 10 others who are highly skilled at this

 Endorsed by Sharlene Lucas and 3 other mutual connections

Internal Controls · 20 +

 Endorsed by Andre Holland and 5 others who are highly skilled at this

 Endorsed by 3 of Alexander's colleagues at GoldenPhase Solar

[See 14 more skills](#)

STEP SEVEN

Aggiungere le tue Competenze aumentano il tuo posizionamento nelle ricerche dei recruiter

Gli Utenti che aggiungo 5 o piu' competenze ottengono fino a **17x** volte in piu' visualizzazioni del profilo rispetto agli Utenti che non le hanno



Costruisci la tua voce su LinkedIn



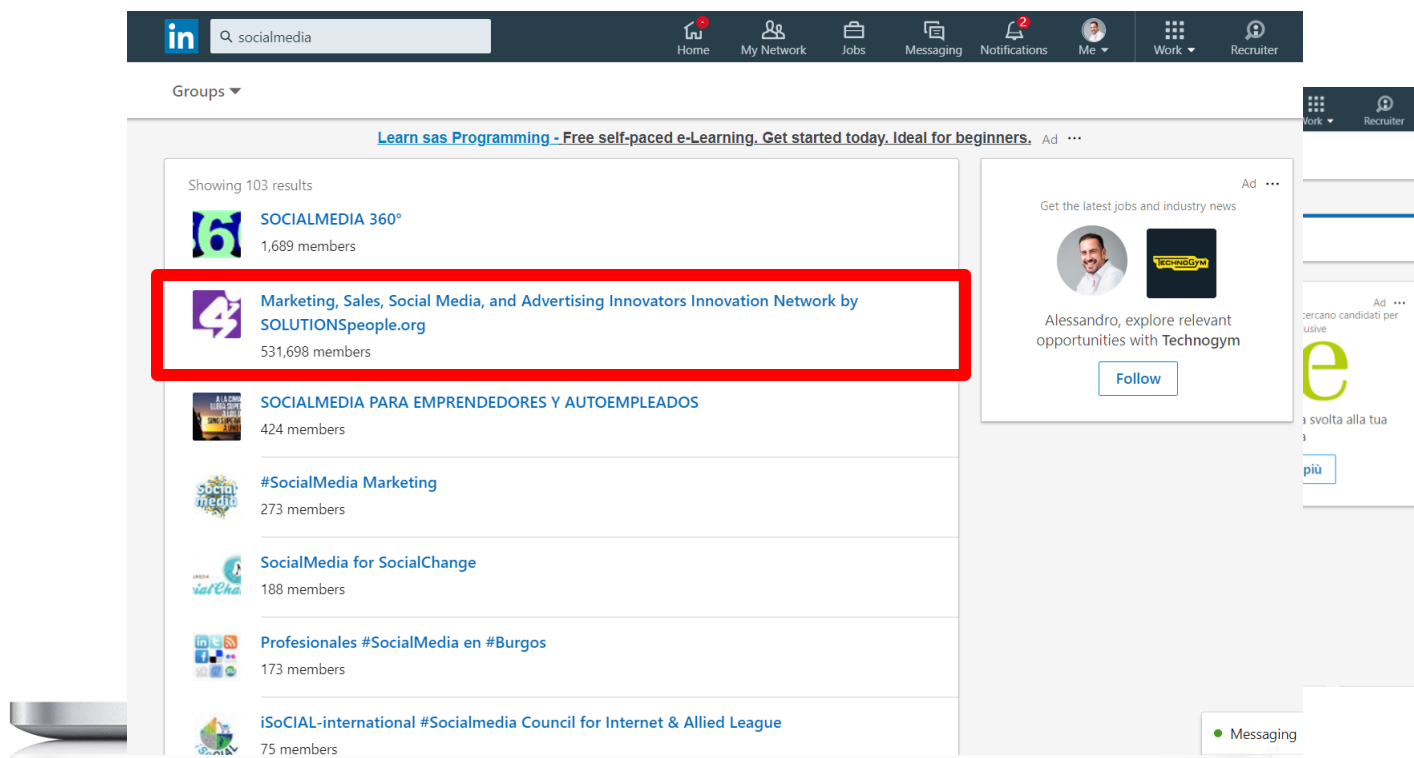


Informati ed Orientati



Sfrutta la Potenza del motore di ricerca!

Trova tramite questa potente funzionalità
Persone, Lavori, Contenuti, Aziende e Gruppi sul tema da te ricercato.

A screenshot of the LinkedIn search interface. The search bar at the top contains the text "socialmedia". Below the search bar, a list of search results is displayed. The second result, "Marketing, Sales, Social Media, and Advertising Innovators Innovation Network by SOLUTIONSpople.org", is highlighted with a red rectangular box. To the right of the search results, there are two advertisement cards. The top one is for Technogym, featuring a profile picture of a man and the text "Alessandro, explore relevant opportunities with Technogym" with a "Follow" button. The bottom one is partially visible and says "cercano candidati per usive". The LinkedIn navigation bar at the top includes icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Recruiter. The "Groups" dropdown menu is open, showing the search results. The "Showing 103 results" text is visible above the list. The "Marketing, Sales, Social Media, and Advertising Innovators Innovation Network by SOLUTIONSpople.org" group has 531,698 members. Other groups listed include "SOCIALMEDIA 360°" (1,689 members), "SOCIALMEDIA PARA EMPRENDEDORES Y AUTOEMPLEADOS" (424 members), "#SocialMedia Marketing" (273 members), "SocialMedia for SocialChange" (188 members), "Profesionales #SocialMedia en #Burgos" (173 members), and "iSoCIAL-international #Socialmedia Council for Internet & Allied League" (75 members). A "Messaging" button is visible at the bottom right of the search results area.



in it to do what I love



LinkedIn
Internet • Sunnyvale, CA • 2,668,372 followers



[View in Sales Navigator](#)

[See jobs](#)

540 connections work here.
[See all 15,060 employees on LinkedIn](#) →

Overview



Jobs

 **Lauren (Hipschman) Jolda**
Powerhouse Program Mana...

 [View job openings at LinkedIn](#)

Life



About us

Whatever motivates and inspires you, we're a community that helps you realize your definition of success. #InItTogether

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 530 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the internet. The company has a diversified business model

Recent update

[See all](#)



Antoine Troupe: In it to do wh...

1,030 Likes • 25 Comments 3w

[See more](#) ▾

Employee Experience

Do you believe that promotions are awarded fairly at LinkedIn?

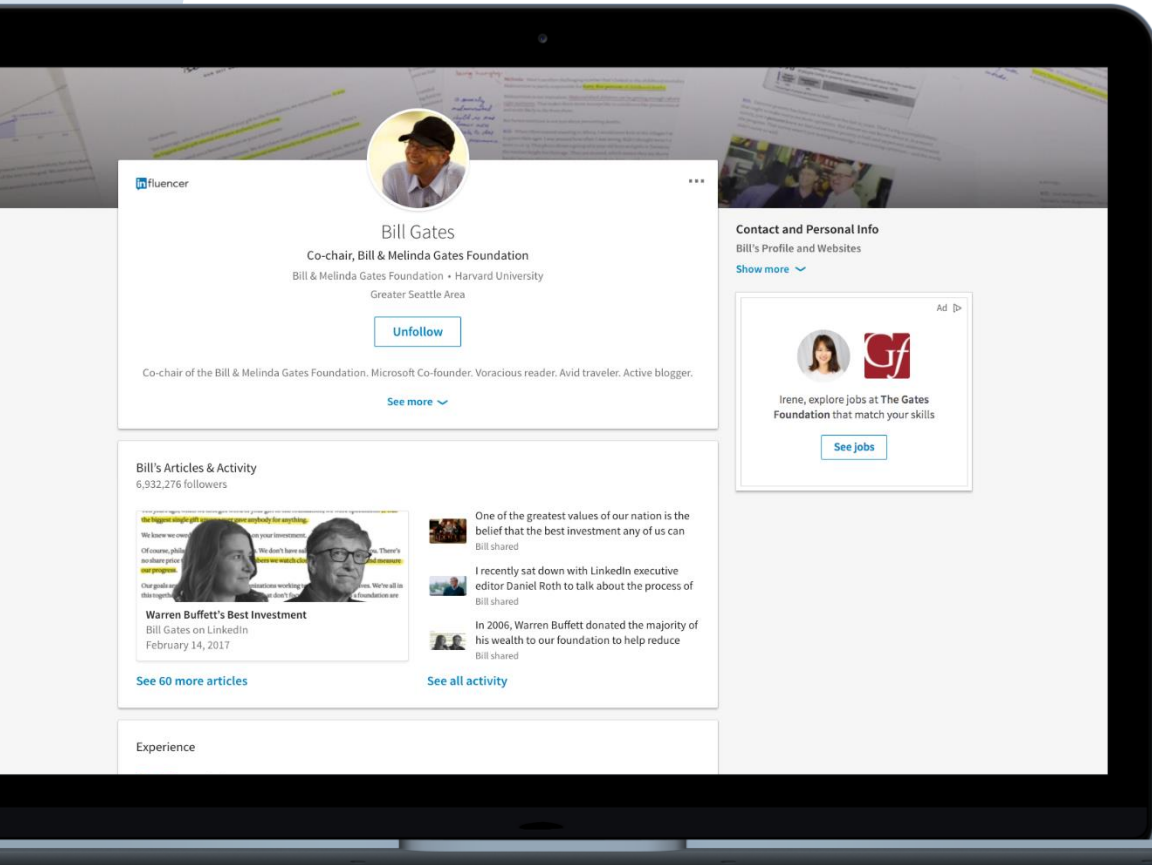


Skip

Your response is private and will not be shared with your company or shown on your profile.

GAIN KNOWLEDGE

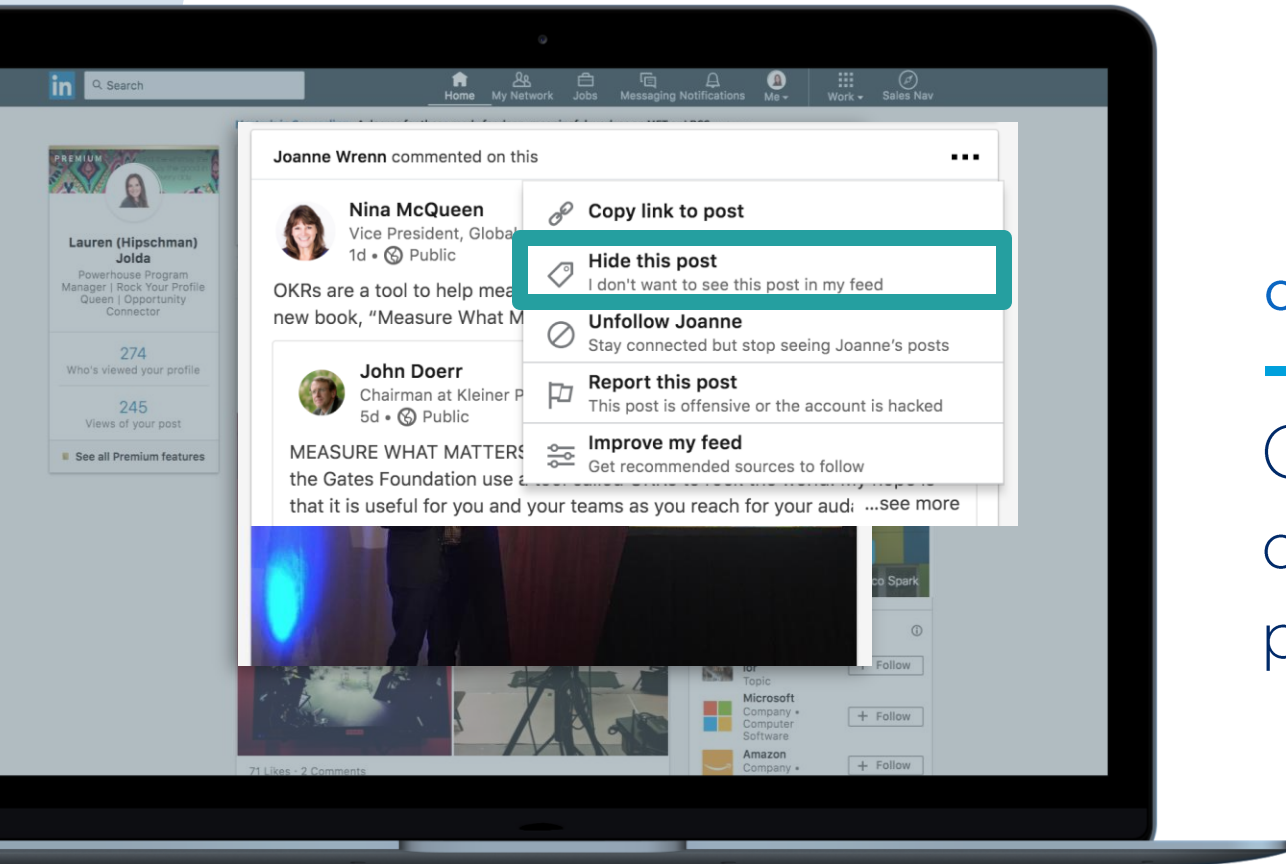
Segui le Aziende



GAIN INSIGHTS

—

Segui gli
Influencers



CUSTOMIZE YOUR FEED

Guarda le news, i contenuti e i post che piu' di interessano



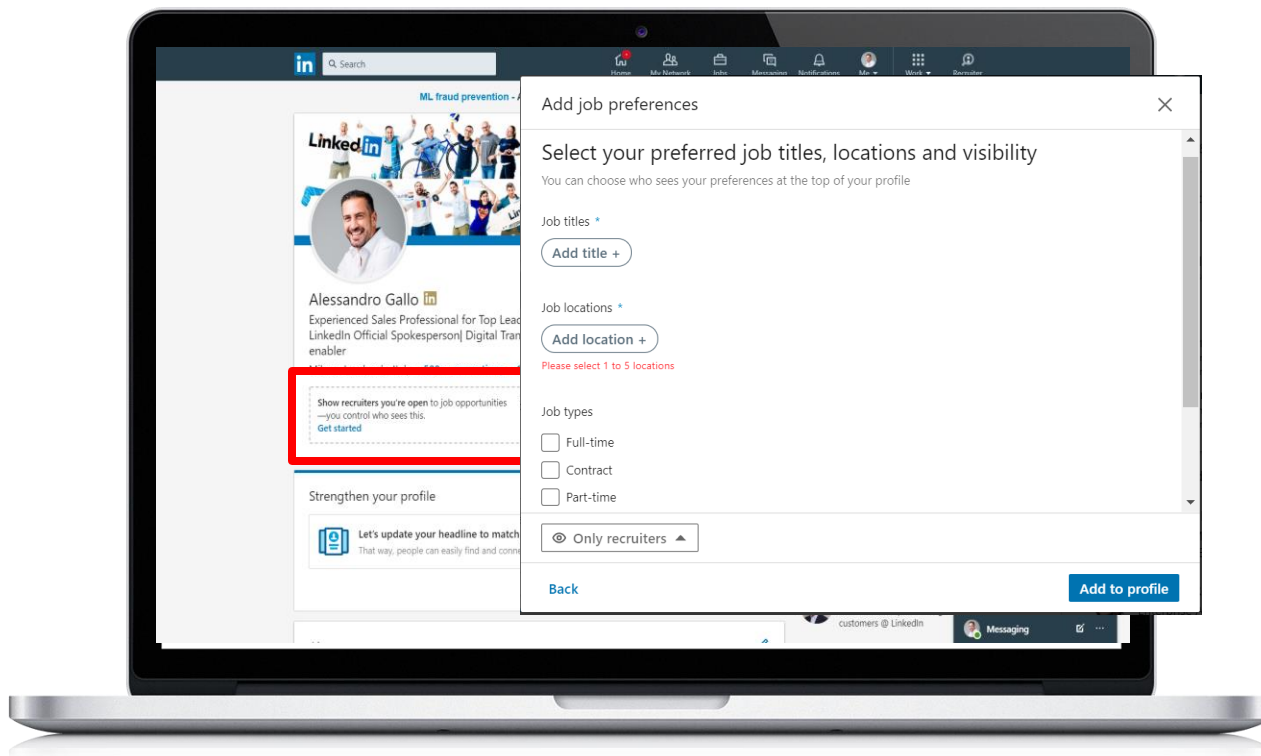
Fatti Assumere!



- **Esplora nuove aree di carriera**
- **Contatta le persone che possono aiutarti ad ottenere il lavoro che desideri**
 - **Allarga il tuo network**

Fatti notare dai Selezionatori!

Attiva la funzione “**open to new opportunities**”
e avrai piu' chance di essere notato





Una guida sulla nostra piattaforma

- <https://www.linkedin.com/help/linkedin>



Il Lavoro dei tuoi sogni è più vicino di quanto immagini