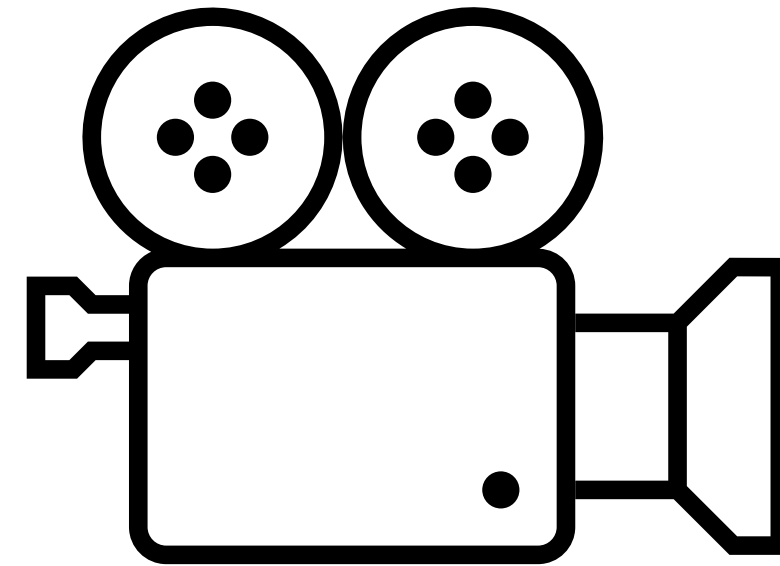
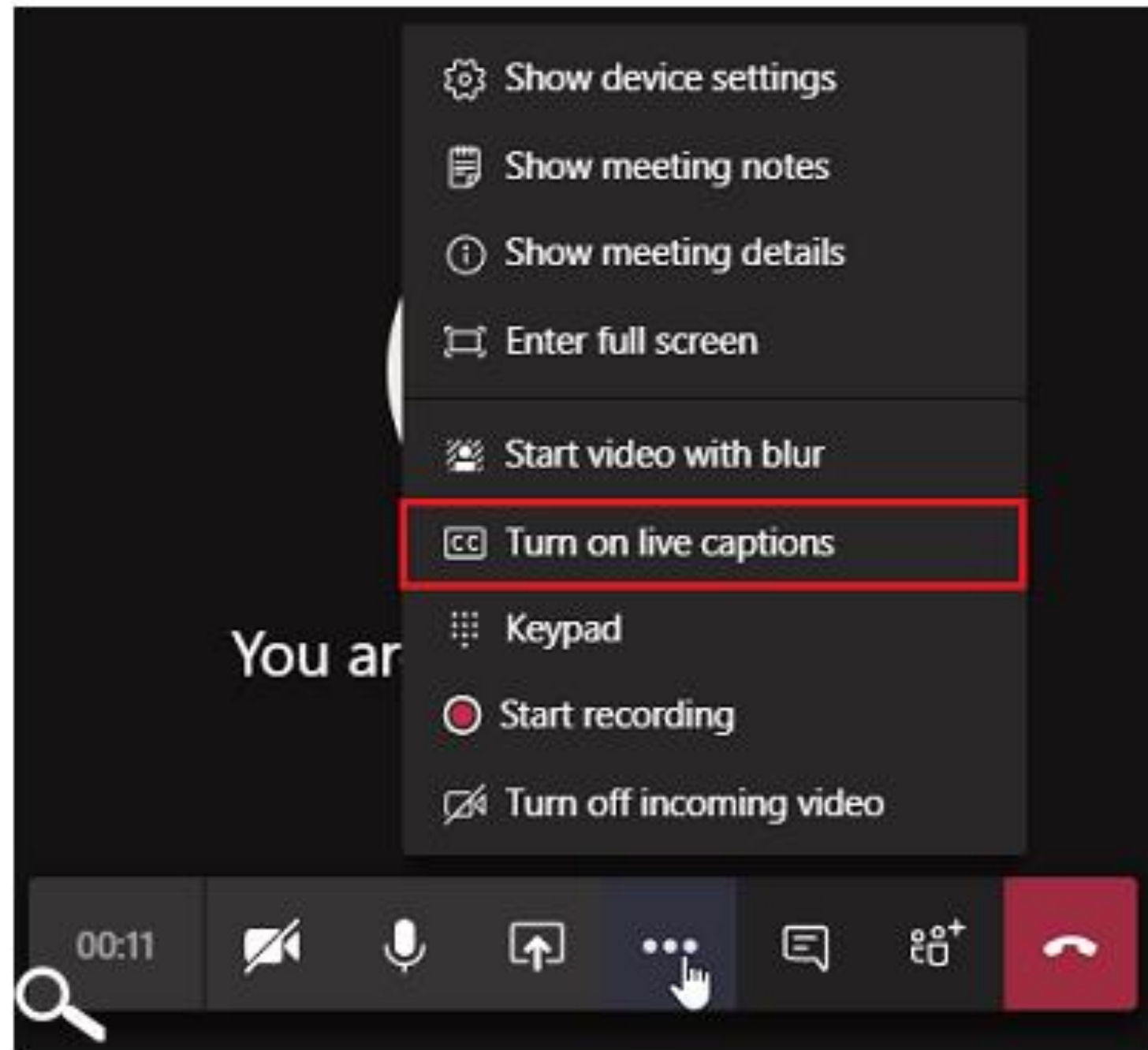


LinkedIn Workshop



LinkedIn - Overview of Session

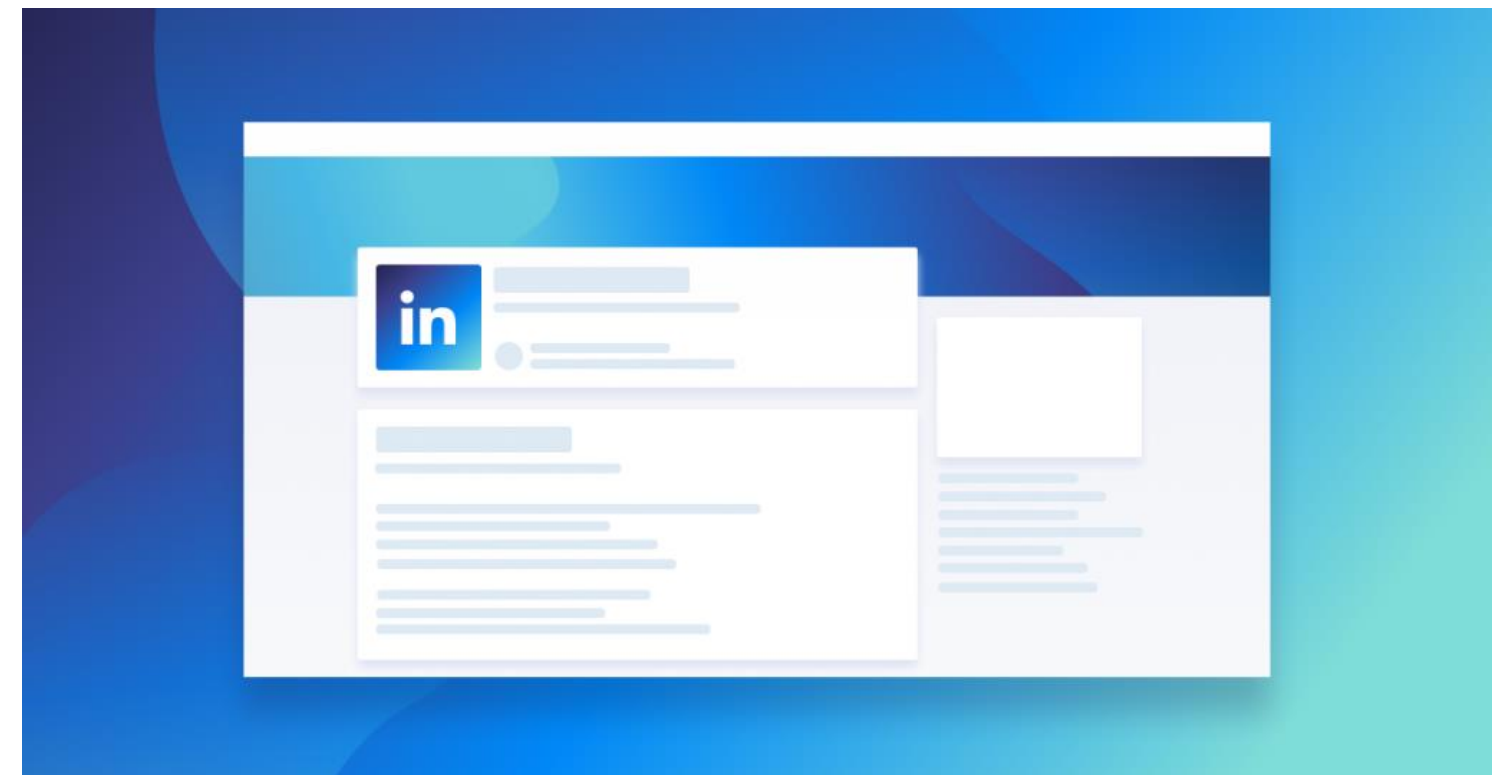
- Maximise your profile
- Develop your connections
- Networking features



Linked 

Maximise your profile

- Professional photo
- Write your headline
- Create your own URL
- 'About' section
- Experience and education
- Add skills
- Get recommendations
- Aim for an All-Star profile



Profile photo



- Professional photo
- Pick a photo that looks like you
- Use a high-resolution image
- Make sure your face takes up at least 60% of the frame
- Be the only person in the picture
- Choose the right expression
- Avoid distracting backgrounds
- Wear what you'd wear to work
- Take the photo in natural light

Headline

The headline is the line of text under your name



Deepti Bahel · 2nd

Actively looking for new opportunities in Analytics, Program Management, Data Science

Connect


Message

More...

Proxima Analytics

Purdue University -
Krannert School of...



Alex Boyd · 2nd 

Founder & CEO, RevenueZen | Building scalable B2B lead gen engines

Connect

Message

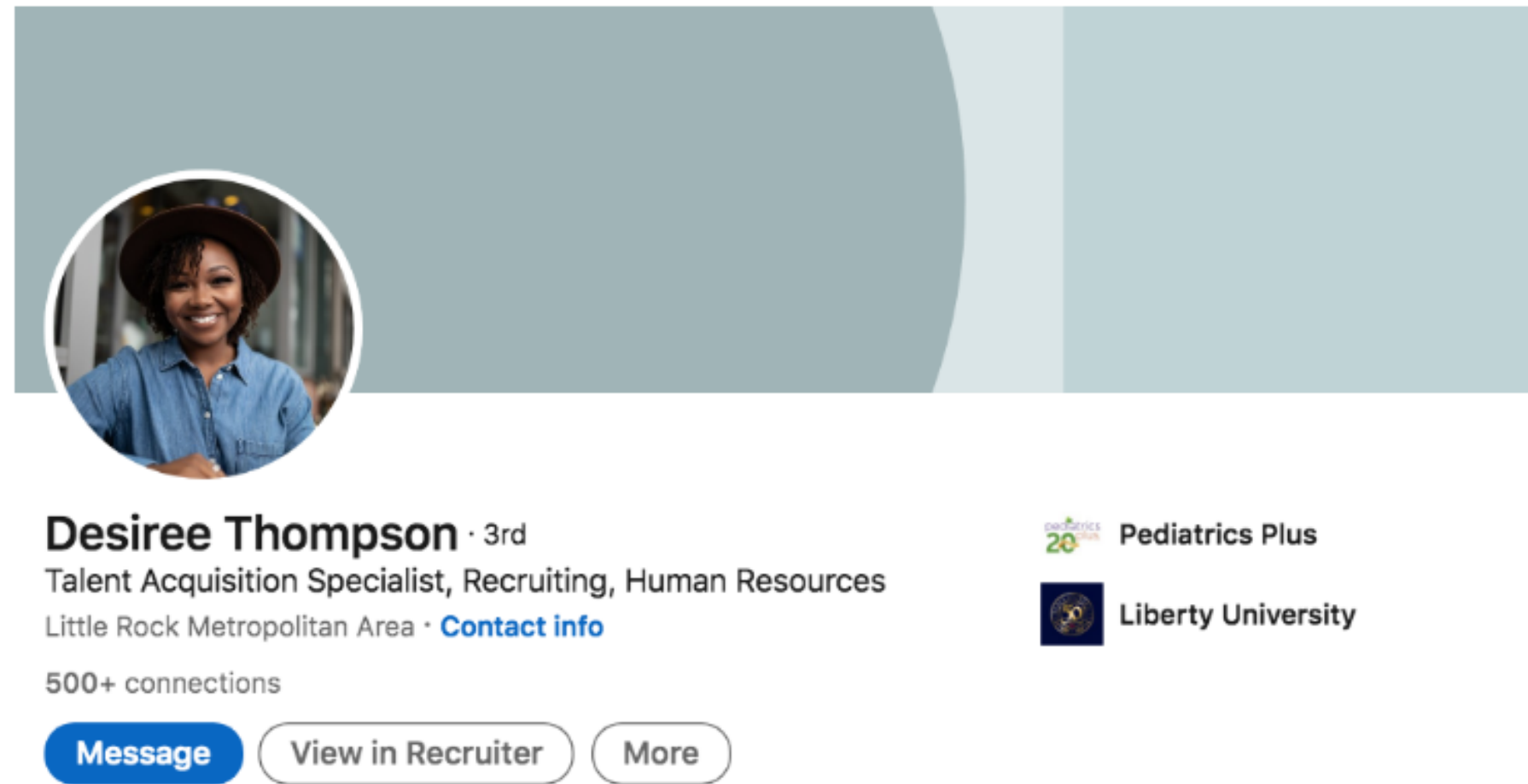
More...

 RevenueZen

About

The text box at the top of your LinkedIn profile

2,000 characters max where you give an overview of your professional life



The screenshot shows a LinkedIn profile for Desiree Thompson. At the top left is a circular profile picture of a woman with dark hair wearing a hat and a blue shirt. To the right of the picture is the name 'Desiree Thompson' followed by '· 3rd'. Below the name is the title 'Talent Acquisition Specialist, Recruiting, Human Resources' and the location 'Little Rock Metropolitan Area' with a link for 'Contact info'. To the right of the profile information are two logos: 'Pediatrics Plus' and 'Liberty University'. Below the profile information are three buttons: 'Message' (in a blue box), 'View in Recruiter' (in a white box with a grey border), and 'More' (in a white box with a grey border). Below the buttons is a horizontal line, and then a rounded rectangular box containing the 'About' section.

About

One of my first memories in school, is going to a parent teacher conference in kindergarten and having my teacher tell my parents, "Desiree is definitely one of my most talkative, no matter where I move her in class she communicates with everyone!" Throughout my life I have developed this art of being able to communicate with anyone at any given time. From joining the debate team in college, to studying internal and external communication, to working in different careers that allow me to utilize this skill in different ways, I've learned that effective communication is at the core of any successful leader and business.

I have developed a passion for not only being the voice of those that cannot communicate for themselves, but also teaching people to communicate effectively. In recruiting I am able to do this, by helping people acknowledge the potential within themselves and be able to communicate that effectively to hiring managers. I am able to communicate with people from all walks of life that all have one thing in common, they NEED A JOB.

LinkedIn URL

Beth Jennings
Employability Advisor with University of Limerick
Limerick Metropolitan Area · [Contact info](#)
500+ connections

[Open to](#) [Add profile section](#) [More](#)

Share that you're hiring and attract qualified candidates. [Get started](#)

Find potential clients by showcasing the services you provide. [Get started](#)

[Edit public profile & URL](#)

[Add profile in another language](#)

Promoted

up
Quality talent on demand
Hire proven independent professionals in an average of 3 days on Upwork.
[Learn more](#)

Inspection Tags & Labels
Heavy Duty, Custom Inspection & Asset Tags & Labels, Request Free Samples
[Learn more](#)

[Edit your custom URL](#)

Personalize the URL for your profile.

[www.linkedin.com/in/](https://www.linkedin.com/in/beth-jennings)

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

[Cancel](#) [Save](#)

Work experience

- Start with most recent and work back
- Give 3-4 bullet point description of each job
- Make sure it corresponds to your CV

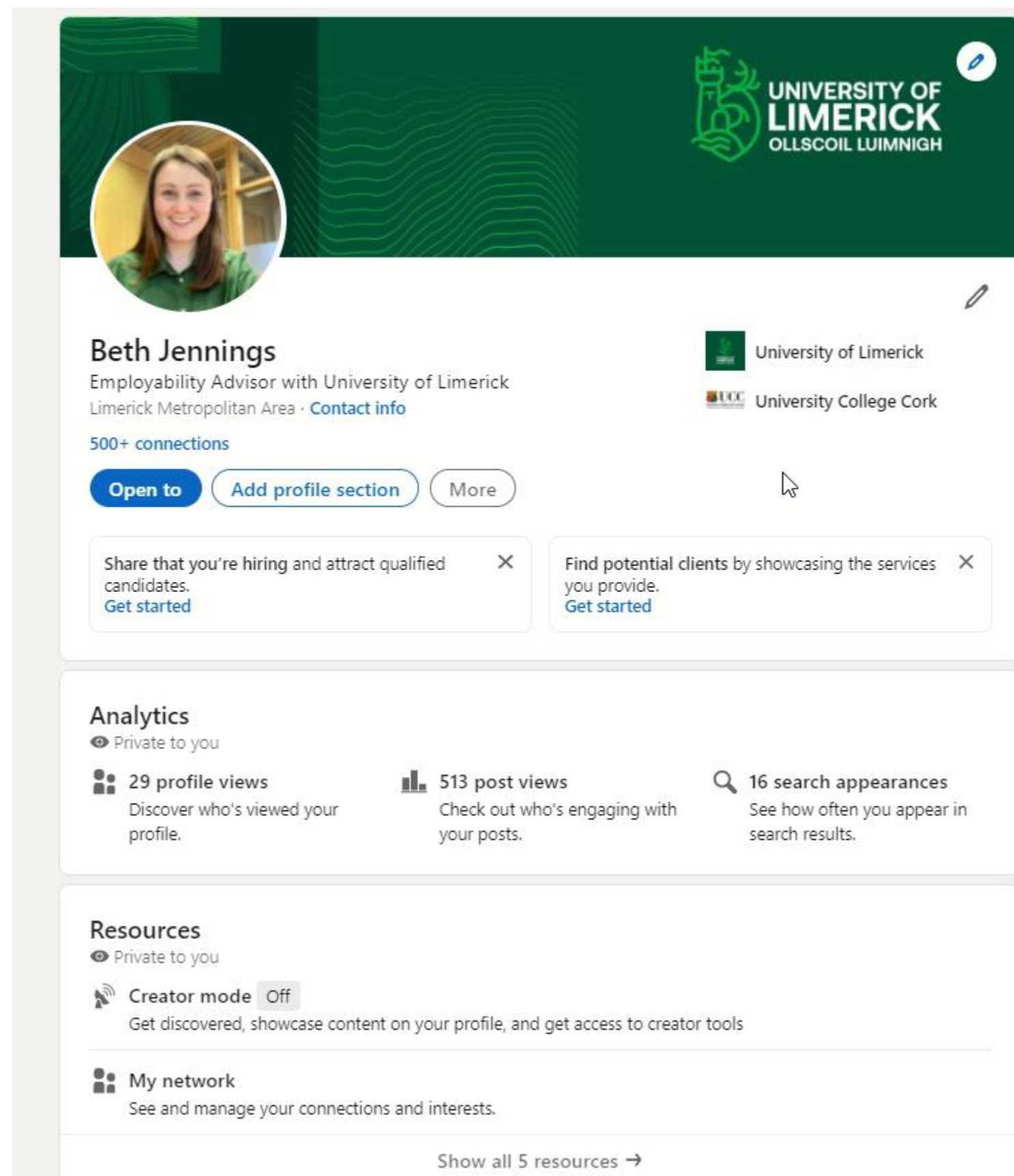


Education



- Start with current course and work back
- Give the full name of your college course and third level institution
- List final year modules and include grades
- Include project details

Skills



The image shows a LinkedIn profile for Beth Jennings. The profile header features a circular profile picture of a woman with long brown hair, a green background with the University of Limerick logo and name, and a blue pencil icon for editing. Below the header, the name 'Beth Jennings' is displayed, followed by her title 'Employability Advisor with University of Limerick' and location 'Limerick Metropolitan Area'. To the right, two affiliations are listed: 'University of Limerick' and 'University College Cork'. The profile has '500+ connections' and three buttons: 'Open to', 'Add profile section', and 'More'. Below these are two promotional cards: 'Share that you're hiring and attract qualified candidates' and 'Find potential clients by showcasing the services you provide'. The 'Analytics' section shows '29 profile views', '513 post views', and '16 search appearances'. The 'Resources' section includes 'Creator mode' (Off) and 'My network'. A 'Show all 5 resources' link is at the bottom.

Beth Jennings
Employability Advisor with University of Limerick
Limerick Metropolitan Area · [Contact info](#)

500+ connections

[Open to](#) [Add profile section](#) [More](#)

Share that you're hiring and attract qualified candidates. [Get started](#)

Find potential clients by showcasing the services you provide. [Get started](#)

Analytics
Private to you

- 29 profile views**
Discover who's viewed your profile.
- 513 post views**
Check out who's engaging with your posts.
- 16 search appearances**
See how often you appear in search results.

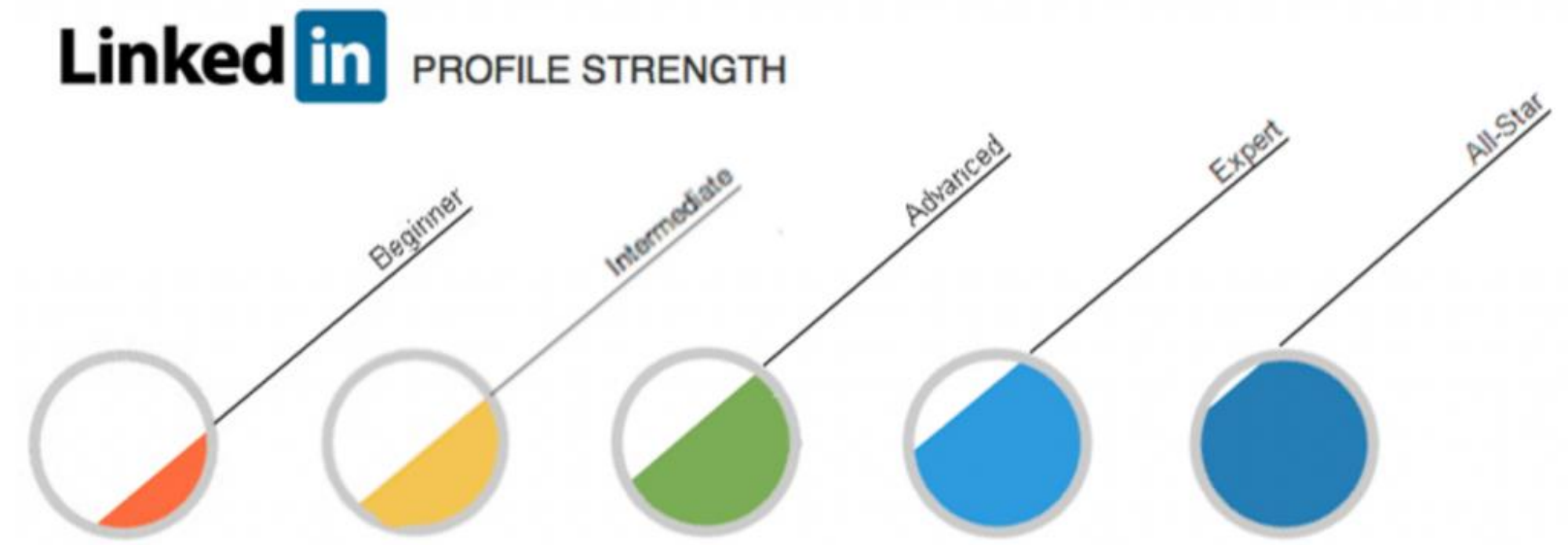
Resources
Private to you

- Creator mode** Off
Get discovered, showcase content on your profile, and get access to creator tools
- My network**
See and manage your connections and interests.

[Show all 5 resources](#) →

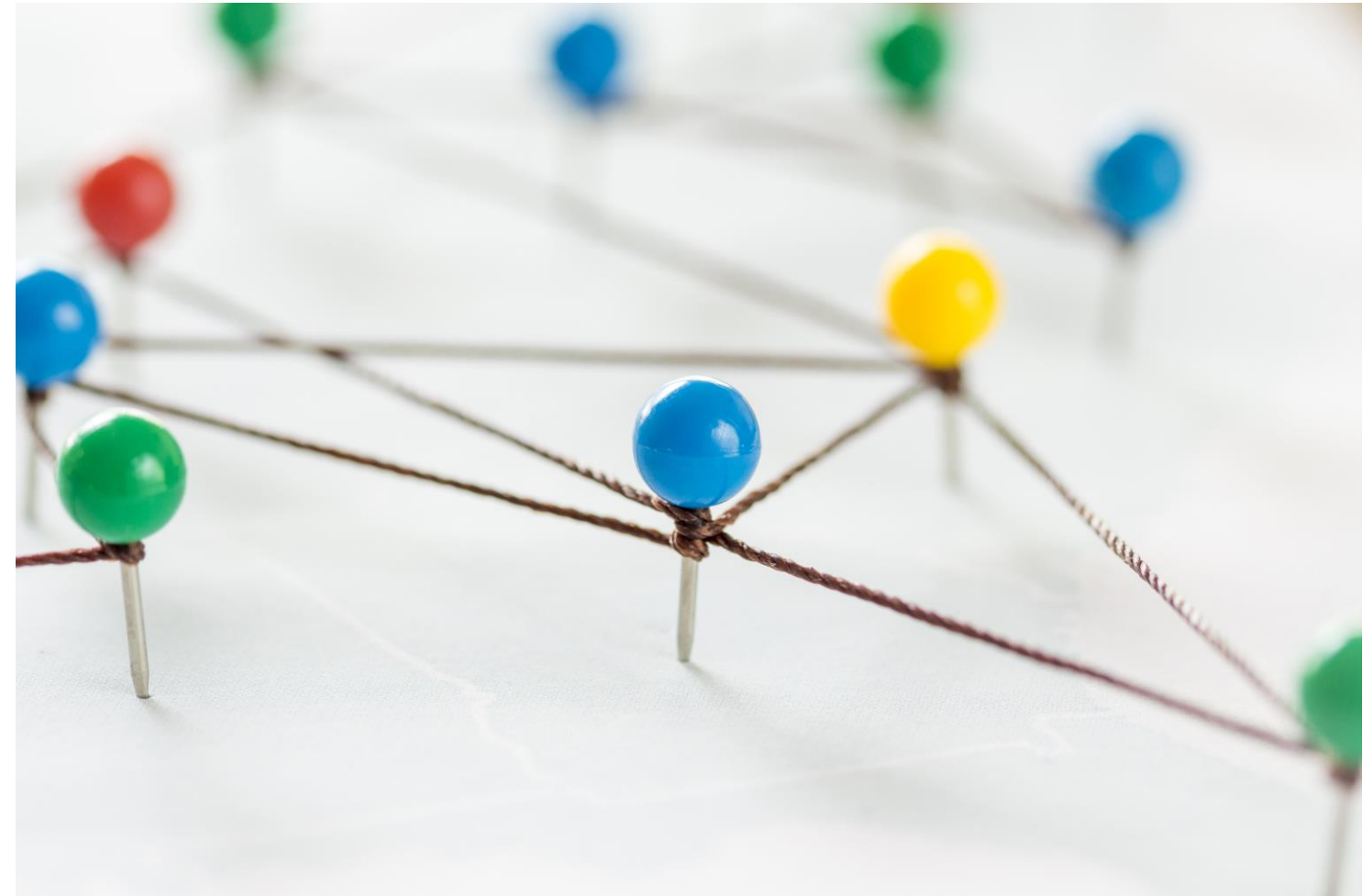
All-Star Profile

- Photo
- Headline
- Profile
- Summary
- Current Position
- Experience
- Education
- Skills
- At least 50 connections



Connections

- Build your network
- Join groups
- Follow companies, individuals and influencers
- Be in control of who sees what



Build your Network

Search and connect within LinkedIn for classmates, colleagues and professional contacts that you know

Spend 15 to 30 minutes each week connecting you will be surprised with your progress

Personalise your connections and message. Explain why you want to connect

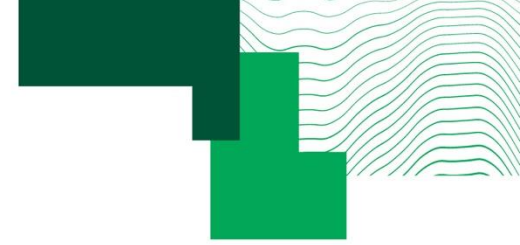


UNIVERSITY OF
LIMERICK
OLLSCOIL LUIMNIGH

Cooperative
Education and
Careers Division

Searching LinkedIn

The screenshot shows a LinkedIn profile for Beth Jennings, an Employability Advisor at the University of Limerick. The main content is a post from the EASPD group, titled "The Future of the Right to Work: What Role for the Social Economy?". The post is for an event in Zagreb, Croatia, on May 5-6. The post includes a large blue circle with the text "The Future of the Right to Work: What Role for the Social Economy?". Below the circle is a banner with the EASPD logo, the dates "MAY 5-6", and the location "ZAGREB CROATIA". The post has 1 share and 1 like from Amy Begley. The right sidebar shows recommendations for Harlequin Clothing Print & Signage Ltd, Ryan Reynolds, and Lean In. The bottom footer includes navigation links like "About", "Accessibility", "Help Center", "Privacy & Terms", "Ad Choices", "Advertising", "Business Services", "Get the LinkedIn app", and "More". The copyright notice is "LinkedIn Corporation © 2022".



Personalise your invitations

Invite Lorna to connect ✕

Build a quality network by connecting only with people you know.

Message (optional)

Ex: We know each other from...

300 / 300

PREMIUM

Don't know Lorna? Send an InMail with Premium to introduce yourself. More people reply to an InMail than a connection request.

[Try Free for 1 Month](#)

Cancel Send invitation



Job Search

LinkedIn Profile:

- Name:** Beth Jennings
- Title:** Employability Advisor with University of Limerick
- Who viewed your profile:** 29
- Views of your post:** 513
- Access exclusive tools & insights:** Retry Premium Free
- My items:** LinkedIn Forward, Hiring People with Disabilities..., Professionals with Disabilities, Employee Benefits and Human..., Acas Employee Relations and ...
- Groups:** Professionals with Disabilities, Employee Benefits and Human..., Acas Employee Relations and ...
- Events:** +
- Followed Hashtags:** Discover more

Feed Post:

- Author:** BCL Timber Projects Ltd (864 followers)
- Text:** The BCL team went out to lunch last week! It was a postponed Christmas party and was so nice to relax and chat together. A little thank you for all your hard work. Aren't we a photogenic bunch? (at this distance!) #team #thankyou
- Image:** A group of people sitting around a long table in a restaurant, smiling and talking.
- Engagement:** Dawn Flint likes this
- Actions:** Like, Comment, Share, Send

Recommendations:



- BAME Recruitment & Consulting:** Company • Staffing and Recruiting
- Rukasana Bhajee:** Executive Director, Equity and Inclusion Workforce International | DEI Leader |...
- A little bit of HR:** Company • Human Resources

Promoted:

- Inspection Tags & Labels:** Heavy Duty, Custom Inspection & Asset Tags & Labels, Request Free Samples
- Keep learning:** Reactivate LinkedIn Learning today. Cancel anytime.
- Invitation from LinkedIn:** Place ads on LinkedIn. Acquire new customers for your business. Try it now.

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UL Alumni





University of Limerick

Sunday Times Irish University of the Year 2019. Best Student Campus 2019 & 2020. #StudyAtUL #PostGradAtUL #ThinkBigAtUL
Limerick, munster · 74,872+ alumni · 97,739 followers

Patsy & 9 other connections work here · 3,307 employees

[Following](#) [Learn more](#) [More](#)

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Welcome to your employee-only experience

Share recommended content from your company, see what people are saying about University of Limerick, and connect with your coworkers.


University of Limerick today

14 coworkers recently joined University of Limerick




+11
Kara, Dr Rachel, Leanne & 11 ot...

4 coworkers were recently promoted






Sheena, Carrie, Laura & 1 other

40 coworkers recently celebrated work anniversaries








+37
Kerstin, Nigel, Cristiano & 37 ot...

Promoted

-  Quality talent on demand
Hire proven independent professionals in an average of 3 days on Upwork.
-  Write Better in English
Make every message professional. Try Grammarly now—it's free!
-  Study Office Admin.
Take the next step in your career with a certification in office admin.

Coworkers you may know

-  **Maria Connolly**
Final year BBS student majoring in Human Resources
[Connect](#)
-  **Marguerite McEnery**
Head, IT Project Management & Business Engagement at University of Limerick
[Connect](#)
-  **Niamh O'Sullivan**
Primary School Access Coordinator at University of Limerick
[Connect](#)
-  **Barry Sheehan, Ph. D.**
Programme Director, MSc. in Machine Learning for Finance | Lecturer in Risk...
[Connect](#)
-  **Sarah Kieran Ph.D.**
Work & Employment Lecturer at Kemmy Business School UL, Founder of the KBS...
[Connect](#)

[Show more](#)

Next Steps

- Aim for All Star status
- Connect and grow your network
- Set up job alerts
- Use the alumni tool to grow your connections

UL Autumn Careers Fair 2022



Thank you



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Luimneach,
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