

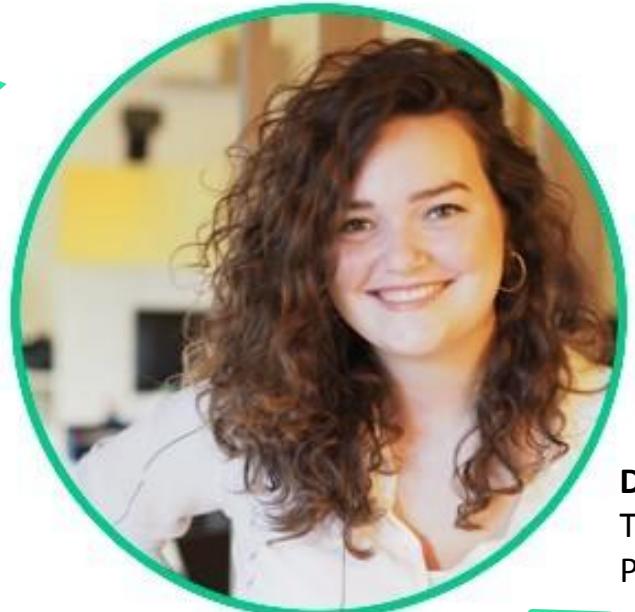


# How to enhance your career through your LinkedIn presence

Working Women Week 2021



# Speakers



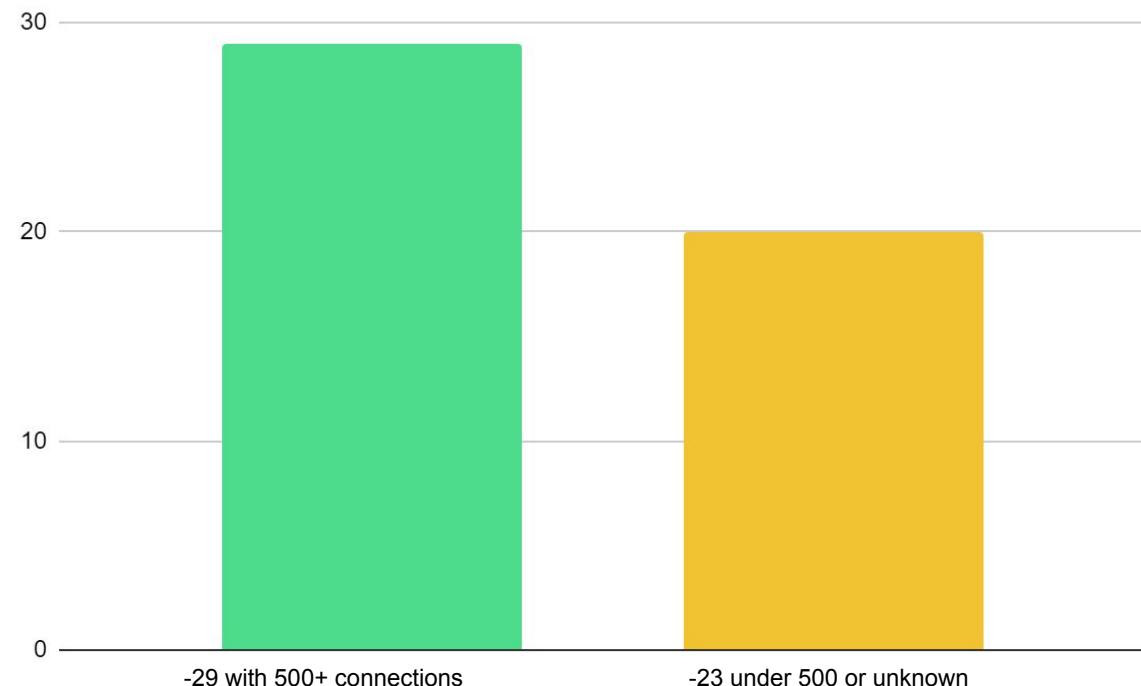
**Didi Van Bree**  
Talent Partner at Babel  
Profiles



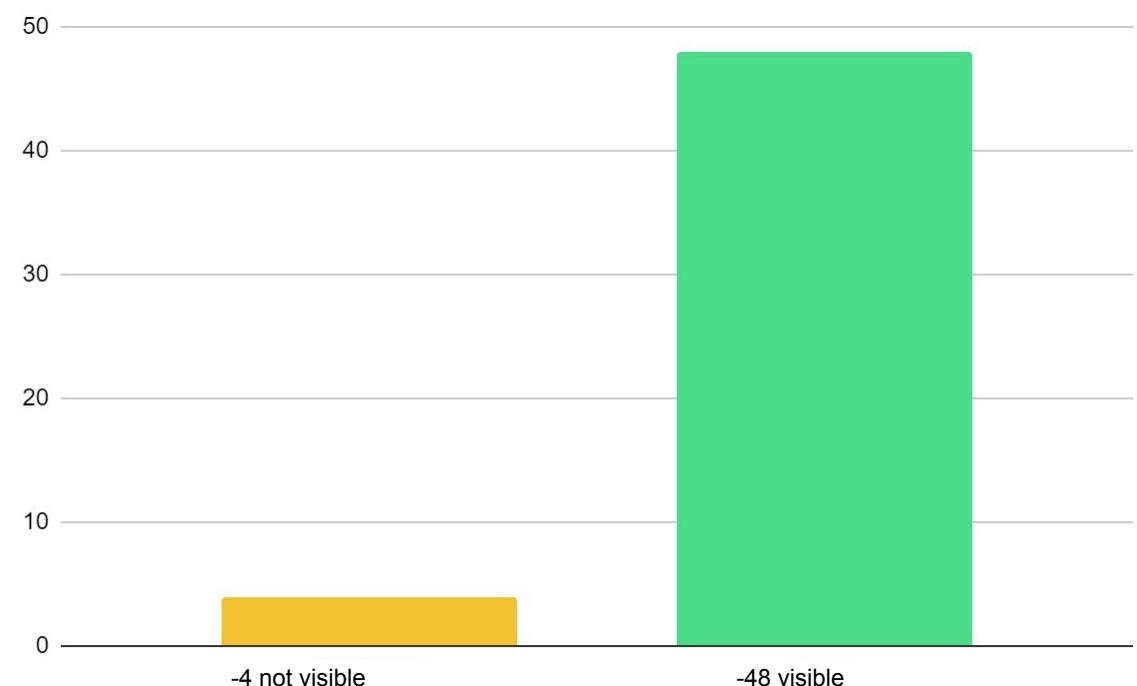
**Mireia Huguet**  
Founding Director of  
Babel Profiles

# How are you doing on LinkedIn?

How many of you have more than 500 connections?

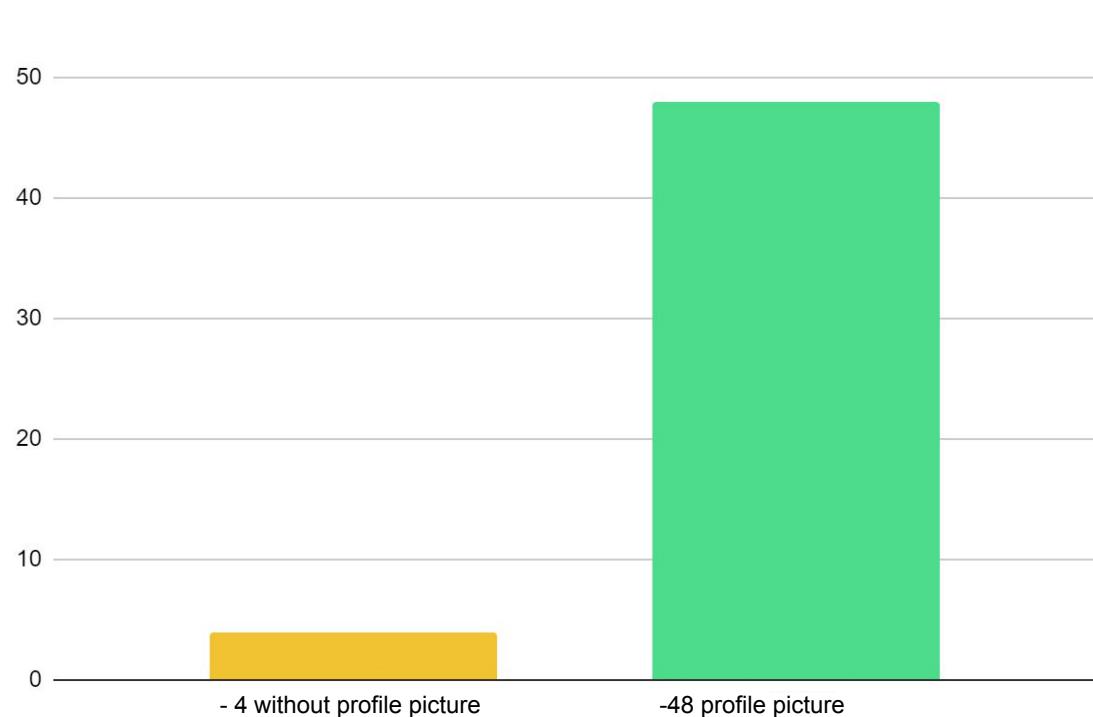


How many of you are visible on LinkedIn?

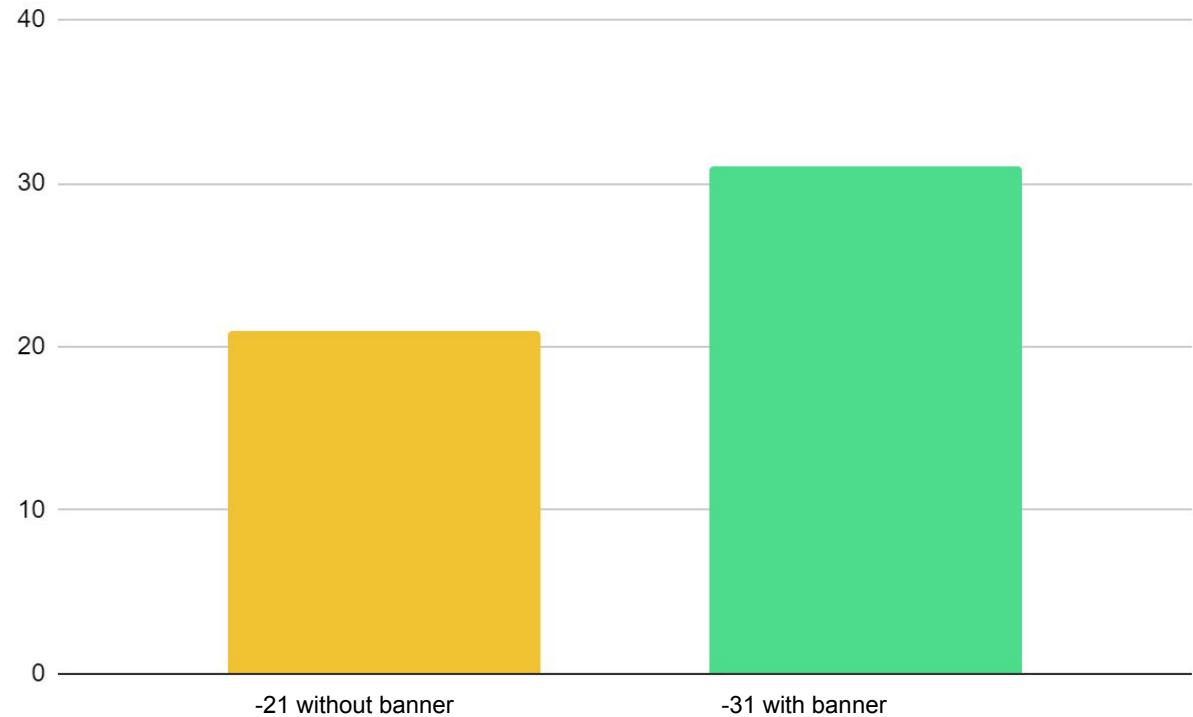


# How are you doing on LinkedIn?

How many of you have a profile picture?



How many of you have a banner?





Let's get started!!

## What should your profile look like?

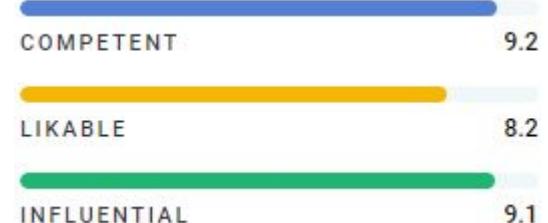
### Profile picture

- Look in the camera
- Natural background
- Close up
- No sunglasses
- No alcohol/smoking
- Keep your industry in mind



## What should your profile look like?

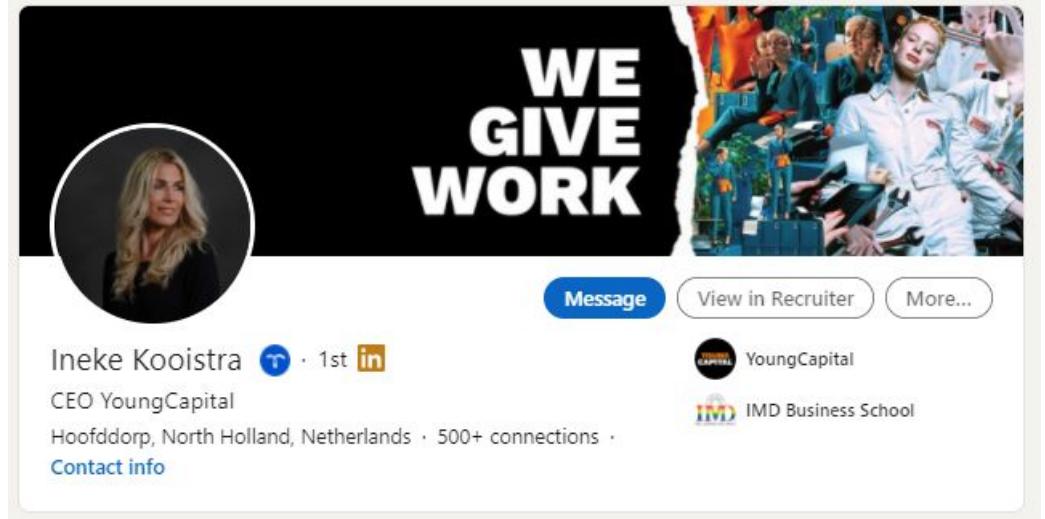
What are your photos saying about you? ➡ photofeeler



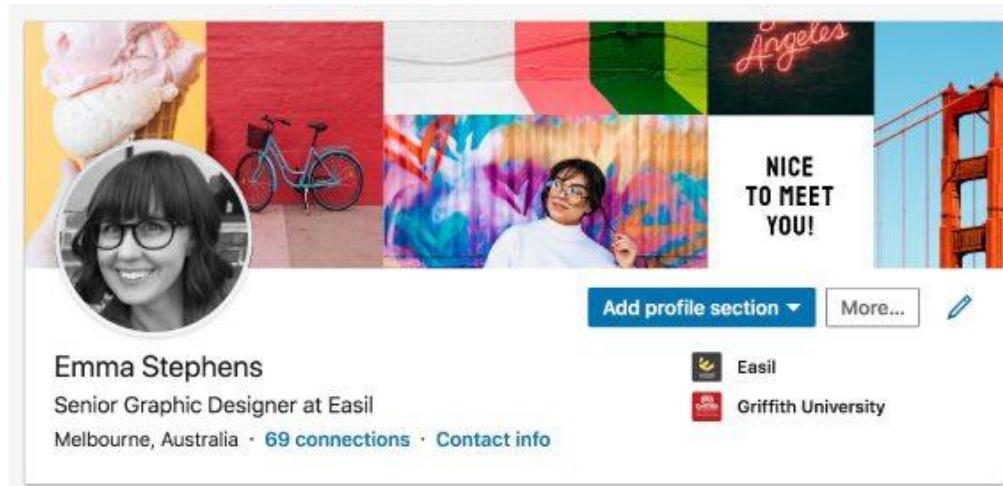
# What should your profile look like?

## Banner

- Professional
- Career, company or passion related
- Mobile responsiveness



A LinkedIn profile banner for Ineke Kooistra. The profile picture is a circular portrait of a woman with blonde hair. To the right of the picture, the text "WE GIVE WORK" is displayed in large, bold, white letters. Below this, there is a small image of a group of people in a workshop or laboratory setting. At the bottom of the banner, there are three buttons: "Message", "View in Recruiter", and "More...".



A LinkedIn profile banner for Emma Stephens. The profile picture is a circular portrait of a woman with dark hair and glasses. The background of the banner features several colorful images: a yellow wall with a brain illustration, a red wall with a bicycle, a green wall with a geometric pattern, a black wall with a neon "Los Angeles" sign, and a blue wall with the Golden Gate Bridge. To the right of the banner, the text "NICE TO MEET YOU!" is displayed in a white box. At the bottom, there are buttons for "Add profile section" and "More...". Below the banner, the profile information is listed: "Emma Stephens", "Senior Graphic Designer at Easil", "Melbourne, Australia", "69 connections", and a "Contact info" link. To the right of the profile information, there are two company logos: "Easil" and "Griffith University".

# What should your profile look like?

## Headline

- Advertisement
- Job title + Company name + Keywords
- Look for inspiration

Didi van Bree    
Talent Lead Partner at Babel Profiles, recruiting top talent in  
Barcelona!   
Barcelona, Catalonia, Spain · 500+ connections · [Contact info](#)

## Summary

- What do you have to offer
- Write your own story
- Video's & Blogs
- A personal piece of content marketing

## Experience

- Keep it short
- Your main responsibilities & tasks
- Keywords are key!

## Skills

- Stay relevant
- Keep it updated
- Languages

# Recommendations

## Why?

- Good overview
- Trustworthy
- Back up of your performance
- Second degree connections
- More visibility

Recommendations

Ask for a recommendation 

Received (2) Given (0)

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 Jessica Göpel  
Recruitment Team Leader at Babel Profiles  
July 11, 2020. Jessica managed Didi directly

It is a delight to work with Didi. Her quick perception and understanding of new jobs and clients, but also her gift of self-motivation to tackle the most difficult tasks make her an invaluable colleague. Didi stands out from the crowd with her cheerfulness and laughter and manages to motivate h... See more

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 Daniel Nagy  
International HR & Project Coordination Specialist  
July 10, 2020. Didi worked with Daniel in the same group

Didi's positive attitude and professionalism made her a dream colleague! She is an excellent recruiter whose vision and creativity were great assets to the team and the whole company. I hope we will be able to work together in the future! 

## When?

- End of a big project
- When you leave a job

## Who?

- Be cautious
- Different voices

## How?

- Keep it professional
- Acknowledge that they are busy
- Offer one in return
- Make it specific

# Endorsements

👉 Skills you want to emphasize

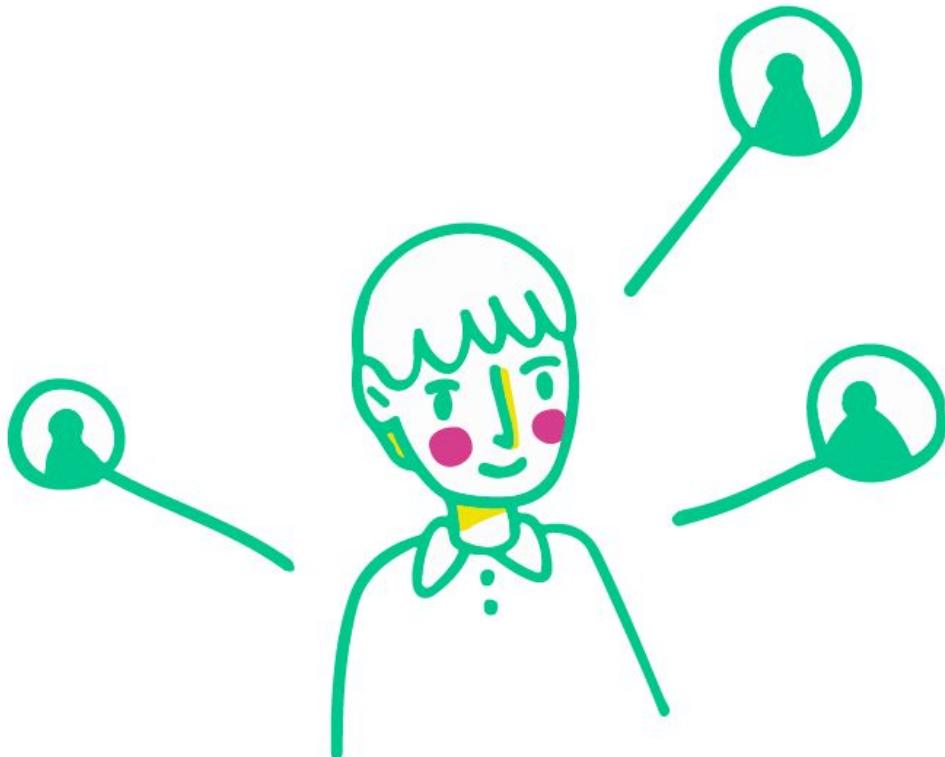
👉 Highlight

👉 Social media savvy

👉 Looking good in your industry

👉 Endorse others

👉 Private message



## 💡 How & When to make connections?

### Are you looking for a job? 🗂️

People with strong networks get **up to 13x more job opportunities**

🌟 **501 connections:** The magic number

🦁 **Linkedin Lion:** Linkedin Open Networker

Lion +5K, +10K....

### Do you want to make new business? 🧑

Linkedin is where the **professional community engages** with each other

**Mireia Huguet** 🌐

Founding Director at Babel Profiles, Open Networker LION +10K  
Barcelona, Catalonia, Spain · [Contact info](#)

500+ connections

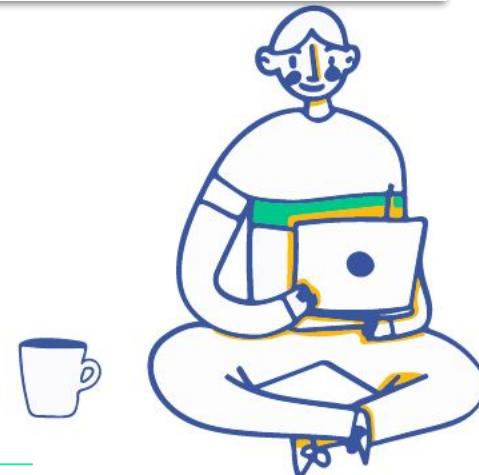
[Open to](#)

[Add section](#)

[More](#)

 Babel Profiles

 EADA Business School





# How & When to make connections ?

## 1st) Use your personal connections

- friends & family
- alumni network: University / High school / Master's colleagues
- coworkers and former coworkers
- clients, vendors/suppliers

## 2nd) Adding cold-connections

- people that work at your dream company
- people that work in your industry
- people who have a similar job title to what you do or want to be doing
- potential clients!!!!



### TIP: avoid

“I'd like to add you to my professional network on LinkedIn.”

**ALWAYS!** say who you are and why you want to connect. Give them a reason to reply to your message.

# 💡 How & When to make connections ?



Mireia Huguet • 4:14 PM

Hi !

My name is Mireia Huguet, Director and Founder at Babel Profiles.

We still don't know each other. It would be great to connect with you and explore a possible partnership together.

Regards, Mireia

JUN 3

• 9:41 AM

Hola Mireia, sure, let's have a talk, my email is



Mireia Huguet • 1:05 PM

Hi \_\_\_\_\_, Happy New Year!

I see you guys keep growing at .



How do you still manage all the positions internally?

I would love that you give us the chance to support you with a couple of open roles.

Let me know what your thoughts are on this.

Regards, Mireia

• 4:57 PM

Hello Mireia,

Happy new year to you as well :)

Honestly so far except for engineers which are fairly difficult to find (but we already have 4 agencies on it), we always find good candidates for all our open roles and our managers are doing a great job at recruiting.

Best,

## 💡 How & When to make connections?

### THINGS THAT WORK FOR ME:

👉 Combine **Linkedin + email**: Use  [hunter.io](https://www.hunter.io): to get their corporate email address.

Double strategy works very well. I don't do any cold-calling.

👉 Do follow-ups: **up to 3 reminders**.

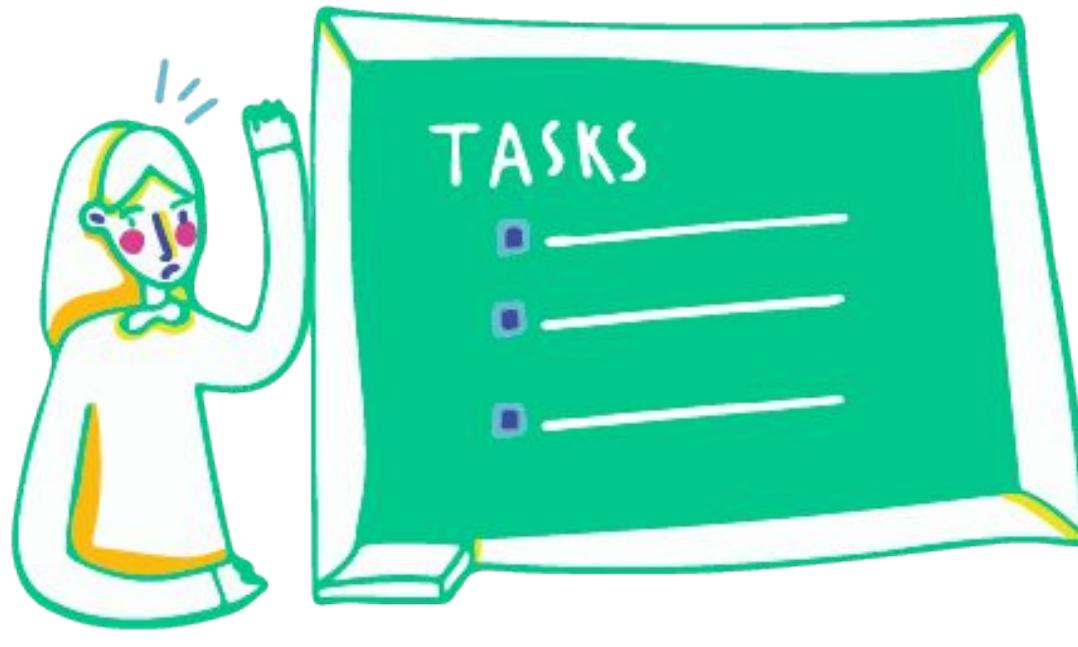
👉 **Follow the companies** (your leads) to be updated about their latests news and **engage/comment** on the posts of the decision maker

👉 When contacting leads, use **relevant information** you've found on Linkedin (new round of investment, new CEO, team growing...)

👉 **Use your network.** People working in the company you're interested in or worked there recently.

## ✓ LinkedIn activity

- ✓ Daily 10 minutes
- ✓ Is this valuable?
- ✓ A tip you learned, surprising statistic, link to a blog
- ✓ Check connection requests
- ✓ Acknowledge connections
- ✓ Respond to messages
- ✓ Follow competitors
- ✓ Follow companies you would like to work for, keep updated
- ✓ Less = more
- ✓ Hashtags
- ✓ Ask questions
- ✓ Tag others



# Social Selling Index (ssi)

👉 **SSI**: measures how effective you are on LinkedIn, taking into account your adaptation to the main 4 pillars (0-100)

This score is updated daily!

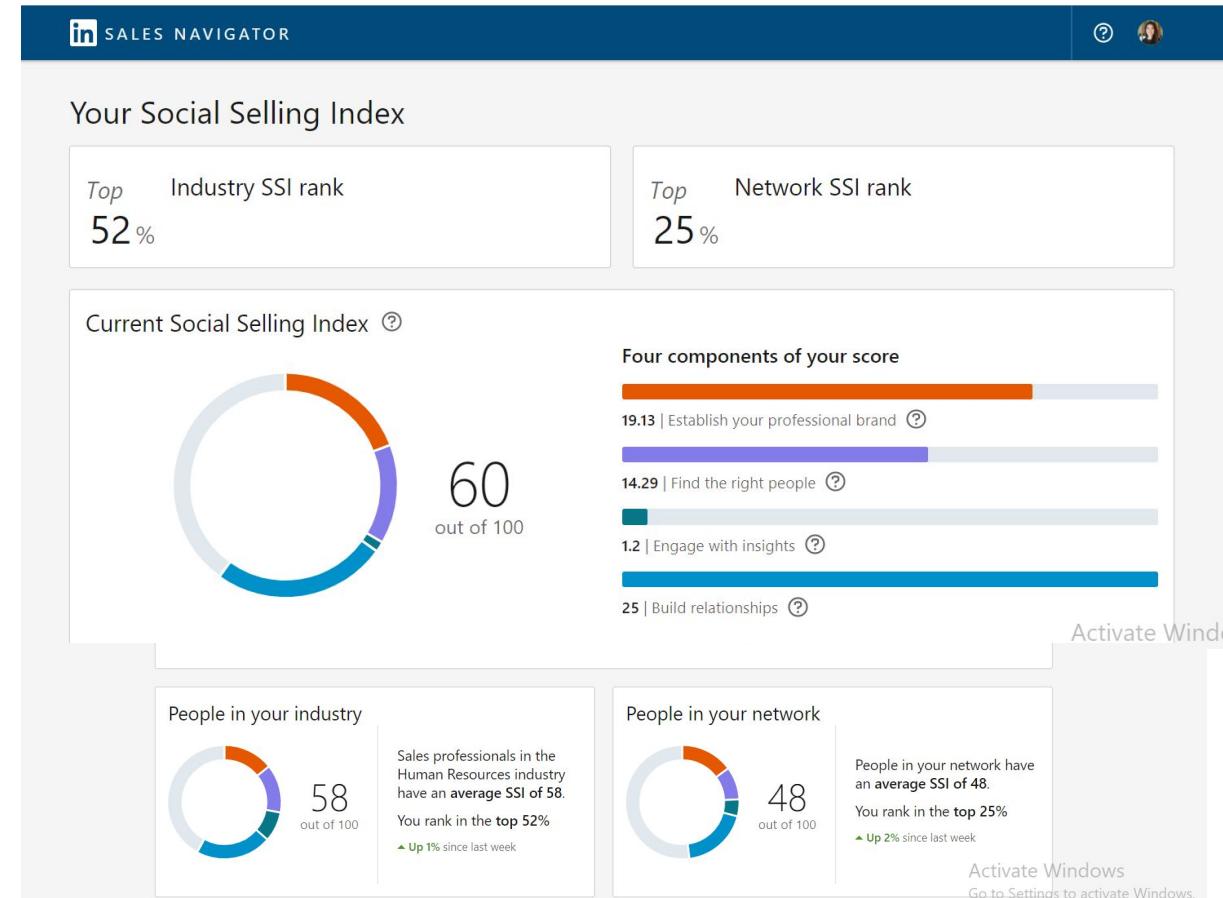
👉 **SSI** → from **70-80**

👉 **4 key pillars** (25 points/pillar)

- **Establishing professional brand** (profile)
- **Finding the right people** (searches)
- **Engage with insights** (activity)
- **Building relationships** (connections)



LinkedIn says "**highly active users get 45% more sales opportunities**"





Thank you!

