

A minimalist desk setup with a laptop, a vase with a plant, and a wooden '@' symbol. The background is a plain white wall. The laptop is open and has a blank white screen. The vase is white and textured, and the plant is green with large, lobed leaves. The '@' symbol is made of light-colored wood.

Social Media

HERE ARE THE FUNCTIONAL POINTS OF SOCIAL MEDIA

Social Media Differences

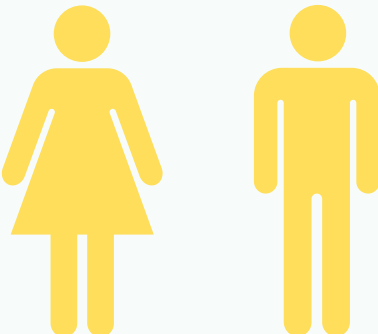


Largest Professional Network

+300 mln, affluent professionals

Network & Job Search

Join special interest groups,
use easy search tools,
access the preferred site for sales
professionals



Largest Social Networking on the Planet

+2.3 billion, 58% between 25 and 54

Socialise & build a fan base

Access to the largest audience of all social
media sites and tools for networking:
create a business page

Mostly Female
83% of Online Women
75% of Online Men

Wide Age Range
88% of 18 - 29
84% of 30 - 49
72% of 50 - 64
62% of 65 +



Photo- & video-sharing app

+1 billion, 65% between 18 and 34

Shared photos and stories based on visual appeal

Build influence through striking images
and video

Mostly Female
38% of Online Women
26% of Online Men

Youngest Age Range
59% of 18 - 29
33% of 30 - 49
18% of 50 - 64
8% of 65 +



SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOUR SQUARE THIS IS WHERE
I EAT DONUTS

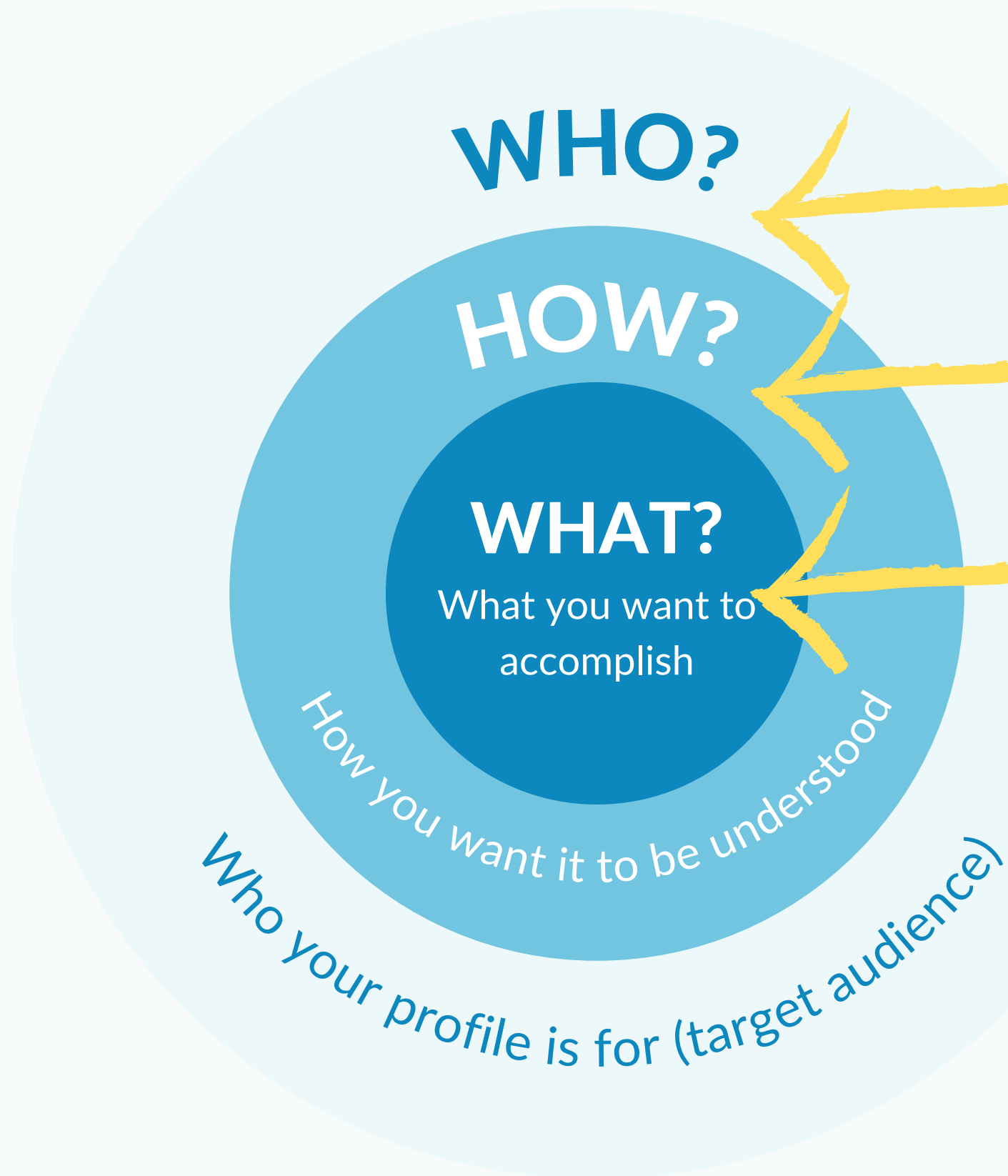
INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

3 Principles



ВИ ОБИРАЄТЕ:

Target Audience

Водойму, де водиться потрібна риба

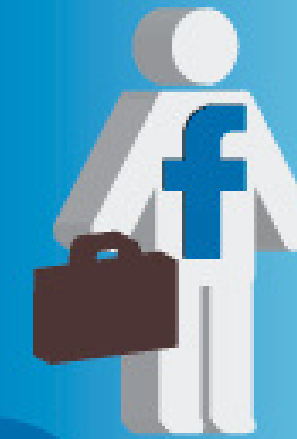
LinkedIn profile

Наживку, на яку клюватиме риба

Job opportunities

Рибу, яку хочете спіймати

Job Search: Facebook vs LinkedIn



VS



77%

Active and Passive Job Seekers are on Facebook

43%

Social Referral Hires on Facebook

24%

Jobs Shared on Facebook

22%

Social Employee Hires on Facebook

Facebook Benefits

- Word of Mouth
- Social Connections
- New Apps for Showcasing Resumes
- More Users on Facebook
- Recommendation by Friends

41%

Social Referral Hires on LinkedIn

52%

Jobs Shared on LinkedIn

73%

Social Employee Hires on LinkedIn

LinkedIn Benefits

- Professional Networking Site
- Most Used By Recruiters
- Showcasing Resumes
- Follow Companies
- Follow Groups
- Showcase Knowledge

EXPERTS

Let's talk about LinkedIn

Look for employees



ANGELA SAVCHENKO
HR generalist/Talent acquisition
[LinkedIn](#)

Look for employers and clients



MARYNA MALOMUZH (STARUNOVA)
INTERIOR DESIGNER
[LinkedIn](#)

LinkedIn

My story of coming on LinkedIn

I started using LinkedIn in 2007-2008. I added all my contacts from my phone - friends, classmates, coworkers... and then completely forgot about this social media for a long time!

I rediscovered the power of LinkedIn in 2016 when have been worked as an event manager and organised International events in a specific area. I began using it to cultivate **professional relationships** online, conduct **market research** (to understand the needs of my audience, industry news, events, and achievements), and **reach out to CEOs** of international companies to invite them to our conferences and exhibitions.

Interestingly, it was mostly HR managers who added me as a connection on their own. But I have never thought about **a job search through LinkedIn**.

Now I totally change my mind!



About LinkedIn

Let to know LinkedIn

The world's largest professional networking platform. LinkedIn has revolutionized the way people connect and build professional relationships online, and it has become an essential tool for job seekers, recruiters, and businesses.



About LinkedIn

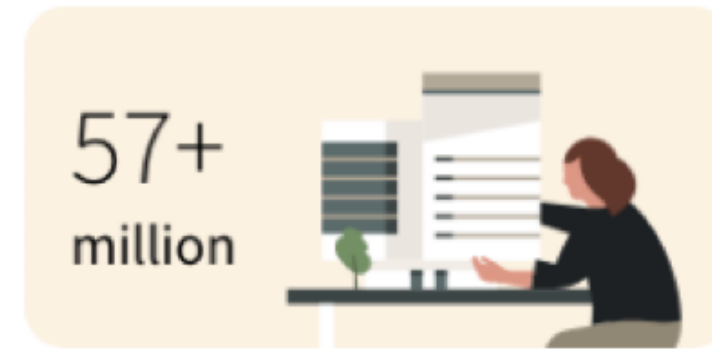
Let to know LinkedIn



850+ million LinkedIn members worldwide



65+ million business decision makers are on LinkedIn



57+ million companies have a page on LinkedIn



200 countries and territories



4 of 5 members drive business decisions



+75% of LinkedIn members are outside the US

LinkedIn is...

- **Profile creation and management:** Users can create a professional profile that showcases their skills, experiences, and accomplishments.
- **Networking:** Users can connect with other professionals in their industry, search for job opportunities, and join groups to network with like-minded professionals.
- **Job searching tools:** LinkedIn offers a job search function that allows users to search for job openings and apply for positions directly on the platform.
- **Learning and development:** LinkedIn Learning offers a range of courses and tutorials to help professionals develop their skills and advance their careers.
- **B2B enterprises** will benefit the most from the platform.

Remember

LinkedIn algorithm

- completeness of profile,
- keywords,
- recommendations,
- network,
- activity.





LinkedIn

Your profile, your story

Through your profile, you can provide a glimpse into your **background, education, skills, experiences, and work history**; showcase your **accomplishments, projects, and areas of expertise** to a vast network of professionals.

Your LinkedIn profile is a powerful tool for **personal branding**, showing your unique value, and highlighting your professional journey.

CREATE a profile on LinkedIn

1. Go to the LinkedIn homepage (www.linkedin.com) and click on the "Join now" button.
2. Enter your personal information, including email address, and password.
3. Click on the "Agree & Join" button to accept the LinkedIn User Agreement and Privacy Policy.

LinkedIn will **guide you** through the process of building your profile.



ROCK your profile on LinkedIn

- ✓ Create your profile
- ✓ Add your Industry
- ✓ Show you're **open to work**
- ✓ Draft a compelling **summary** - "About" section is your "elevator pitch"
- ✓ **Featured Content**
- ✓ Detail your **work experience** - skills, keywords, reference

Checklist for your profile



Checklist for your profile

- Please provide your **full name**.
- Add a profile **picture and cover photo**.
- Write a **Headline**.
- Create a customized **URL**.
- Specify your **country** in your profile.
- Check what your **role is called internationally**.
- Indicate your preferences in the "**Open to**" section.
- Open up your **contact information**.
- Enable **author mode**.
- Fill in the **About** section.
- Complete the **Experience** section.
- Fill in the **Education** section.
- Fill in the **Courses, Licenses & Certifications** section.
- Fill in the **Volunteering** section.
- Fill in the **Skills** section.
- Fill in the **Recommendations** section.
- Fill in the **Languages** section.
- Add projects to the **Projects** section.
- Add publications to the **Publications** section.
- Fill in the **Featured section** (latest publications, projects).

Що корисно-цікаво? Що можна покращити?

- Вкажіть ім'я та прізвище.
- Додайте фотографію та обкладинку.
- Напишіть Headline.
- Зробіть нормальну URL-адресу.
- Вкажіть країну у профілі.
- Подивіться, як називається ваша роль за кордоном.
- Вкажіть ваші побажання у розділі "Open to".
- Відкрийте контакти.
- Увімкніть режим автора.
- Заповніть блок About.
- Заповніть блок "Experience".
- Заповніть блок "Education".
- Заповніть блок "Courses, Licenses & Certifications".
- Заповніть блок "Volunteering".
- Заповніть блок "Skills".
- Заповніть блок "Recommendations".
- Заповніть блок "Languages".
- Додайте проекти до блоку "Projects".
- Додайте публікації до блоку "Publications".
- Заповніть блок Featured (останні публікації, проекти).

EXPERTS

Let's talk about LinkedIn

Look for employees



ANGELA SAVCHENKO

HR generalist/Talent acquisition

LinkedIn

Why do HR managers use LinkedIn?

How do HR managers use LinkedIn?

What do HR managers want to see in LinkedIn's profile?

How do HR managers check information in LinkedIn profiles?

How to find 'keywords' for LinkedIn profiles?

...

LinkedIn

Professional job searching

Job Search:

LinkedIn offers advanced search features where you can search for jobs by **keywords**, **location**, **industry**, and more. You can also set up **notifications for new job postings** that match your interests.

Recruiters and Employers:

You can connect with professional networks, join groups, and engage with recruiters and employers. This provides an opportunity to discover job opportunities that may be exclusive to LinkedIn.

Professional Portfolio:

You can add work samples, and recommendations from colleagues and clients to your profile, showcasing your professional achievements and skills.

A hand in a light-colored shirt is pointing upwards with the index finger towards a blue, rounded rectangular button. The button has the word "START" written in white, bold, uppercase letters. The background is dark blue.

START

WHAT HAPPENS NEXT WITH LINKEDIN..



Пошук



Сповіщення про вакансії за запитом marketing manager

30+ нових вакансій відповідають параметрам в London.



Assistant Digital Brand Manager

Reckitt · Slough (Змішаний формат роботи)



12 випусників навчального закладу

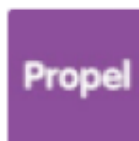


Brand Manager, Sports - 6 month FTC

Prime Video & Amazon Studios · London Area, United Kingdom



Проводиться активний набір персоналу



Marketing Manager

Propel · London (Змішаний формат роботи)



Проводиться активний набір персоналу



Просте подання заявки



Community/Social Media Manager

M&C Saatchi Group · London (Змішаний формат роботи)



Campaign Manager

BT Group · London, England, United Kingdom (On-site) 1 дн. тому · 15 кандидатів



Повний робочий день



Понад 10 001 працівників · Телекомунікації



1 контакт · 1 випусників навчального закладу



Дивитися свою позицію порівняно з 15 кандидатами. [Спробувати Premium безкоштовно](#)



Навички: Campaign Design, Campaigns та ще 8

Подати заявку ↗

Зберегти

Про цю вакансію

Job Req ID:

12713

Posting Date:

14-Mar-2023

The background of the slide features a network diagram. It consists of numerous blue, glossy spheres of varying sizes, each containing a white silhouette of a person. These spheres are interconnected by a web of thin, light blue lines, creating a complex, interconnected network that symbolizes social connections and professional networking.

LinkedIn.

Networking

It enables you to connect with colleagues, mentors, industry leaders, like-minded people, recruiters, and potential employers.

ZOOM - ZAG



ZOOM - ZAG

Send out connection requests

Accept incoming requests

Don't be afraid of rejection

**Continue sending new requests
and keep going to your goal**

Enjoy!

LinkedIn's search

Networking - how to start?

- Find **companies** working in your field in a new country - add Team Leads, Product Managers, Project Managers, CEO, etc;
- Join **LinkedIn groups** related to your industry; engage with people and interact with content to establish yourself as an expert in your field;
- Reach out to **recruiters or hiring managers** to express your interest in job vacancies or seek advice.





Using LinkedIn day-to-day...

To achieve the best results, it is important to have high social activity. Your activity affects your SSI (Social Selling Index).

1. Every day, **add 10 recruiters, Team Leads, Product Managers, Project Managers, CEO** from the region where you plan to seek employment or companies that interest you.
2. **Cold outreach and warm introduction.** Be sure to click "Add a Note" and write a personalized message. Prepare the text in advance (ChatGPT will help you).
3. **Make social contributions** - be valuable for the community, show your expertise, and help others with advice, information, or support.
4. **Be active.** Comment on posts, like publications. Publishing your own posts is even better than reposting. Tag people, say thankful, and remind them about yourself after events, connections, etc.
5. **Follow top experts** in your industry. Observe what they are learning, what publications they write, what courses they take, and what certificates they add.
6. Take the best practices and **periodically update/enhance your profile** every 3-4 months. Add keywords and skills, and experience.

Nadira Artyk (ICF PCC)

Elevating Women's Leadership | Executive & Leadership



Nadira Artyk (ICF PCC) · 07:26

Happy birthday, Halyna.



Halyna Skvortsova · 07:27

Дякую, Nadira



Nadira Artyk (ICF PCC) · 07:33

It's my pleasure, Halyna.

By the way, we have a newsletter for women rising leaders who want to build a strong personal brand and grow their visibility, influence and thought leadership, to help them advance in their careers or grow own business.

We'd be happy to add you to our exclusive community of 3,500+ female change-makers, if you are interested. Just share your email address.

EXPERTS

Let's talk about LinkedIn

Look for employers and clients

Share your story of finding job opportunities through LinkedIn

What would you recommend to job seekers?



MARYNA MALOMUZH (STARUNOVA)

INTERIOR DESIGNER

[LinkedIn](#)



It's all about **CONTENT**

CONTENT ABOUT YOU

A road-map for content you can make to be interesting for others and

- developing your personal brand
- building networking opportunities
- working with a dream client

CONTENT FOR YOU

Set up useful content for your feed

- News of industries & companies you interested in
- Vacancies
- Educations, trainings
- Inspiring persons
- Clients to research they needs



21 SUPER QUICK TIPS

to get you (re)started on LinkedIn today...

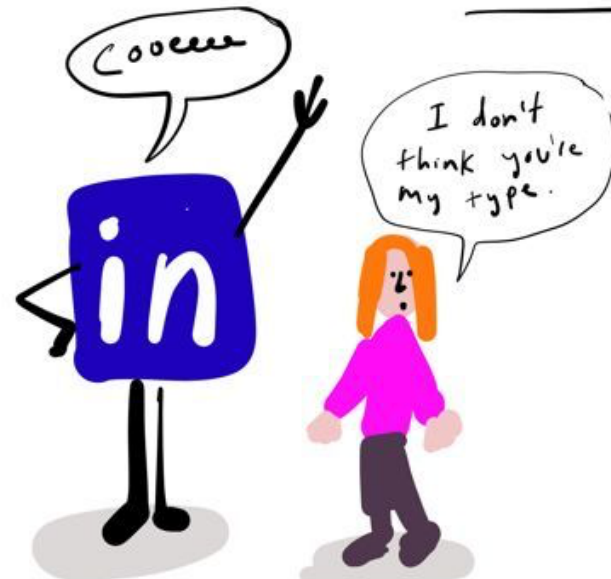
1. DM someone you used to work with and **say, "hey"**.
2. **Comment with a gif** (save the gif onto your desktop from giphy.com using Safari).
3. **Like and comment on the posts** of five people you want to see more of in your feed.
4. **Book a day to spend out of your business** (you can thank me later, and it'll make a great post).
5. **Share all the ways you have won clients** in the past.
6. **Recommend your top three business books.**
7. **Share a selfie** and **three things about yourself** that people probably don't know.
8. Listen to a podcast episode and then **post about what resonated most with you.**
9. Think of a business book, blog, video or podcast that you recently enjoyed and **send that person a thank you note** on LinkedIn.
10. **Hit reply on a newsletter you love to tell the author** and then send them a connection request with a note.
11. Send me a **connection request.**
12. **Save a few posts that inspire you** (click the three dots top right on the post), and/or check out your past saved posts if you have some ('My Items' on the left column on the Feed page).
13. List down a few things that you think **make a post 'savable'.**
14. Go for a walk.
15. Set a timer for 20 minutes and **spruce up your profile.**
16. Draw a flow diagram of how you **think prospects** can first find out about you and what connection you will have with them and the action you want them to take after that.
17. Say "hey" to five friends.
18. Start a **Smile File** or take five to reflect on yours.
19. Choose the **method or tool you'll use to capture all your post ideas** from now on.
20. Choose a **LinkedIn role model.**
21. Choose a **dream client.**

SOPHIE CROSS

[LinkedIn](#)



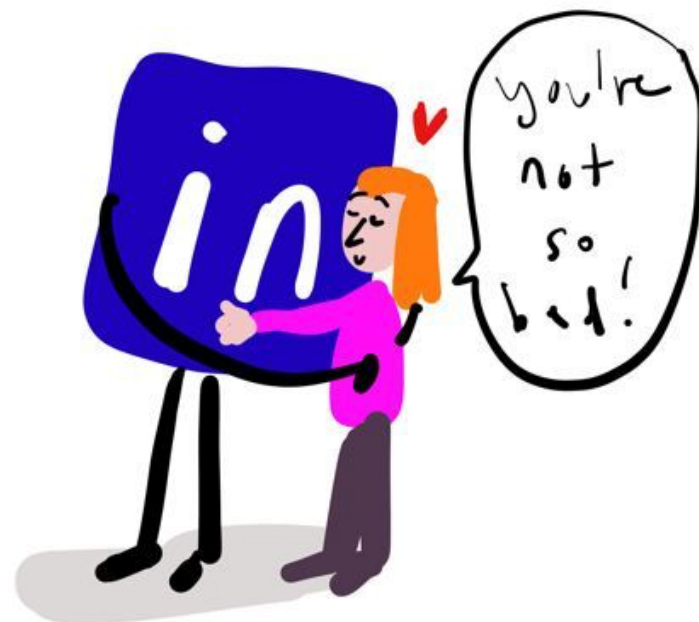
♥ HOW TO FALL IN LOVE WITH ♥
♥ LINKED IN. ♥



SAY HI! (GO ON)



CHAT AND DRINK ALL THE COFFEE.



HUG IT OUT.



TAKE IT FOR ICE CREAM.



LAUGH AT EACH OTHERS JOKES.

♥ ALSO ♥
♥ SIGN UP TO LINKED IN ♥
♥ FOR HUMANS. ♥

by Amy



AMY NOLAN
[LinkedIn](#)



Connect to Opportunity™

Ми зібрали кілька ресурсів, щоб допомогти з пошуком роботи особам з України та біженцям, які нещодавно облаштувались в інших частинах світу.

Шукаєте роботу після початку війни чи конфлікту? Ознайомтесь із цими ресурсами для пошуку роботи.

 LinkedIn



Чек-лист: як оформити свій профіль у LinkedIn, щоб він працював на вас

Цей чек-лист зібраний експертами TheWays (Андрієм Запісоцьким, Сергієм Кудряшовим, Анною Мізіною, Олексієм Оровецьким, Ярославом Борутою, Кирилом Рекецьким). У TheWays ми допомагаємо людям долати виклики у кар'єрі, бізнесі чи житті за допомогою людей, які вже проходили цей шлях.

 [TheWays on Notion /](#)

Thank You

Here are the Functional Points of Social Media

