

# Employability and Careers Presentation on LinkedIn

January 2023 Intake



CAVENDISH  
UNIVERSITY  
ZAMBIA

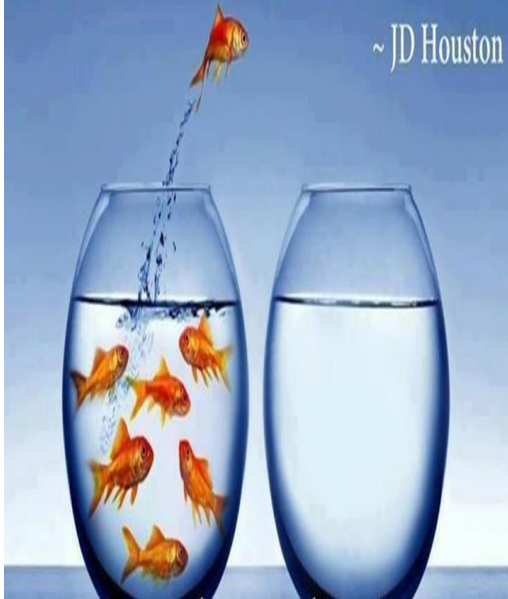
*Success begins at  
Cavendish University*

# LinkedIn

## Objectives

If you want something in your life you've never had,  
you'll have to do something you've never done.

~ JD Houston



The introduction of this platform to all CUZ students is aimed at:

- Familiarizing the first years with CV writing and Job seeking through online adverts
- Giving those already studying a competitive advantage in the corporate world through professional networking

# The Value of LinkedIn

## Background

- LinkedIn is globally accessible platform that is becoming more widely used across Africa
- It's employment-oriented online service that operates via websites and mobile apps
- Launched on May 5, 2003, the platform is primarily used for professional networking and career development, and allows job seekers to post their CVs and employers to post jobs

# The Value of LinkedIn



## Why LinkedIn?

- Allows you to connect to various professionals
- Access to people, jobs, news, updates, and insights
- It's FREE!!!



# How LinkedIn Can Help You

- Establish your professional profile and control one of the top search results for your name
- Build and maintain your professional network
- Find and reconnect with colleagues and classmates
- Learn about other companies, and get industry insights
- Find other professionals in the same industry using groups
- Tap into the knowledge of your network
- Discover new career opportunities by searching for jobs

# How to Create a Profile?

- Go to LinkedIn at [www.linkedin.com](https://www.linkedin.com)
- Join now!

Be great at what you do

Get started - it's free.

First name

Last name

Email

Password (6 or more characters)

By clicking Join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

Join now

# Creating a Profile

- Add in your country and zip code

First, let's make sure you're recognizable

This will help others recognize you on LinkedIn

Country \*

United States



ZIP code (e.g. 94043) \*

45662

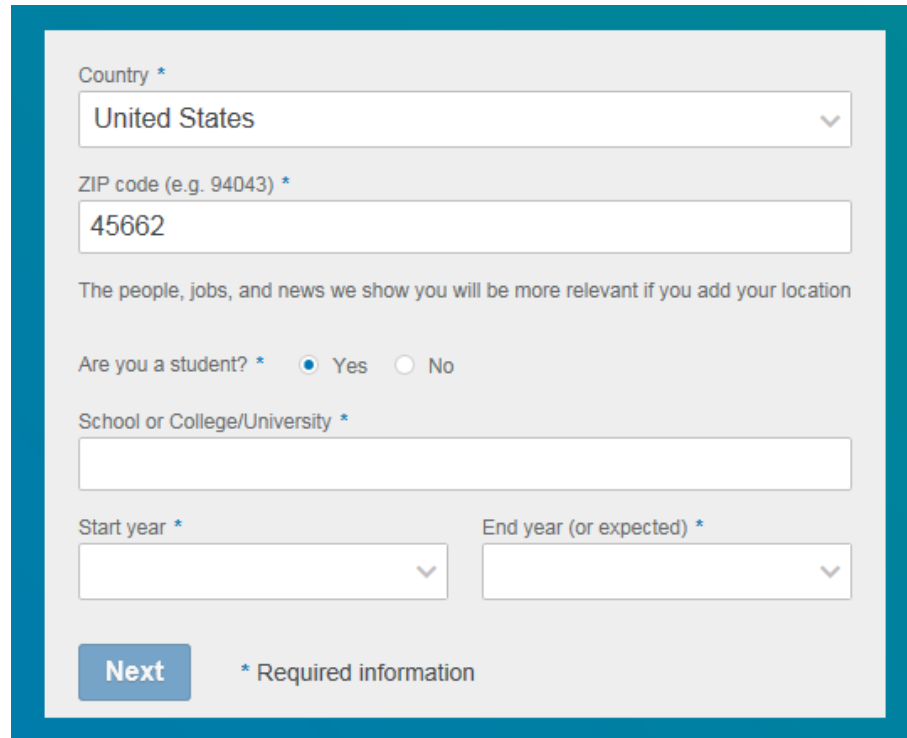
The people, jobs, and news we show you will be more relevant if you add your location

Next

\* Required information

# Creating a Profile

- Add in your school along with start and end year (or expected)



Country \*

United States

ZIP code (e.g. 94043) \*

45662

The people, jobs, and news we show you will be more relevant if you add your location

Are you a student? \* ☒ Yes ☐ No

School or College/University \*

Start year \* End year (or expected) \*

Next

\* Required information



# Creating a Profile

- Why are you creating your profile?

Keeping in contact

To get a job

Staying up-to-date

Building your network



## Tell your story with your profile

Add a job and photo to show who you are.

**Add work experience**

I'm in school



## Build your network

More connections mean you're more likely to hear about new opportunities – aim for 30 to start.



## Stay in the know

Follow industry experts to keep up with the latest in your field.







# Creating a Profile

- Verify your email address
- Option to add and invite contacts

The fastest way to grow your network is to import your contacts

Continue

Or use one of these:

0

Your connections

[See all](#)

Add personal contacts

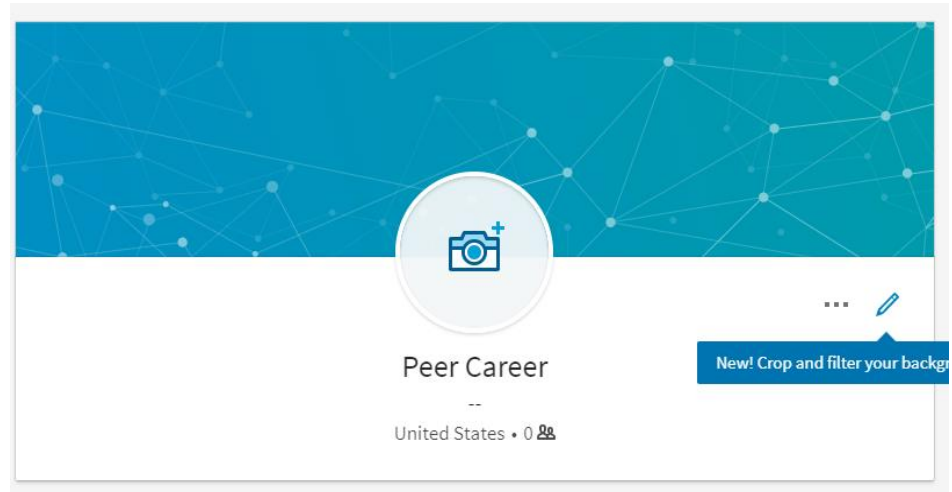
[Continue](#)

[More options](#)

We'll import your address book to suggest connections. [Learn more](#)

# Personalize Your Profile

- Tips for choosing a profile photo:
  - Choose a picture that looks like you
  - Make sure your face takes up at least 60% of the frame
  - Choose the right expression
  - Wear appropriate clothes
  - No selfies allowed!
  - Choose a background that isn't distracting
- Having a professional LinkedIn photo makes your profile 14 times more likely to be viewed!



# Build Your Profile Strength

1. Photo
  - Add professional profile
2. Experience
  - Keep work experience relevant
3. Skills
  - Show off your skills here!
4. Volunteering Experience
  - Great time to start volunteering
5. Organizations
  - Part of an organization on campus?
6. Honors & Awards
  - Show any recognition you have earned
7. Summary
  - Highlights your experience and interests



# Build Your Profile Strength

- **Test Scores**
  - Post any impressive test scores
- **Publications**
  - Have any publications?
- **Interests**
  - Share your professional and personal interests
- **Causes you care about**
  - Passionate about something?  
Share it here!
- **Projects**
  - Helps show skills, experience, and people you have worked with
- **Certifications**
  - Include any relevant certification



# Education



EDUCATION

- What degree(s) do you have or are you working towards?
- Field of study
- GPA
- Add all post-high school education



## **Cavendish University Zambia**

Bachelor of Business Administration- BBA, BScPM  
2017 - 2021

# Things to Remember

- Fill out the summary field with 5-6 of your biggest achievements
- Add images or documents to your experience
  - ✓ Resume, portfolio, etc.
- Fill out as much as possible
- Keep work history relevant
- Check into your profile frequently
- Add connections



# QUIZ

- Complete this online quiz by clicking on the link & answering the questions
- There will be weeks during the semester where we send emails about a drawing for having the quiz completed by a certain date
- <https://forms.office.com/Pages/ResponsePage.aspx?id=IFyHJnWyDOWMgACyQ421GztZCWXX7PRKk4oe8BUmKAJUMzIXVDEwQkZNNkIENDJKRjhVRTY2SkUwTy4u>



# References

- LinkedIn Help. (n.d.). Retrieved October 03, 2016, from <https://www.linkedin.com/help/linkedin/answer/45/how-linkedin-can-help-you?lang=en>
- <https://business.linkedin.com/talent-solutions/blog/2014/12/5-tips-for-picking-the-right-linkedin-profile-picture>
- <https://www.linkedin.com/pulse/2016-linkedin-stats-you-should-know-updated-katy-elle-blake?published=t>



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