



LinkedIn

Professional social media platform



2023-2-EL01-KA210-SCH-000178297

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the State Scholarships Foundation (IKY). Neither the European Union nor the granting authority can be held responsible for them.”

Made with **GAMMA**

What is LinkedIn?

Like Instagram, but focused on business, career, and education.



People use it to:



Share their resumes (CVs).



Apply to job postings.



Find internship or job opportunities.



Connect with people in their field
(networking).



Share their achievements, projects,
certifications, or ideas.

What is LinkedIn and What Does It Do?



LinkedIn is a career and business-focused social media platform where professionals connect with each other. Founded in 2003, LinkedIn now has millions of users worldwide.

The platform's main purpose is to help users strengthen business connections, find career opportunities, and share professional knowledge.



LinkedIn Use Cases

1

Professional Networking

Used to connect with colleagues, industry professionals, or employers.

2

Career Opportunities

Companies share job postings on LinkedIn and users can apply.

3

Personal Brand Building

You can create a professional image by sharing content in your areas of expertise.

4

Knowledge and Experience Sharing

You can stay current by sharing articles, news, or industry information.

5

Education and Development

You can take various courses and develop your skills with tools like LinkedIn Learning.

LinkedIn Benefits



-  Increases your chances of finding jobs and internships
-  Expands your professional network
-  Helps you follow industry trends
-  Makes your expertise and experience visible
-  Makes it easier for employers to notice you

In short, LinkedIn is not just a social media platform; it's a powerful tool for connecting in the business world, tracking opportunities, and growing professionally.

LinkedIn is essentially the showcase of the business world. Just as your style, preferences, and personality appear on Instagram, your professional identity appears on LinkedIn.

People don't just look at what you do; they also look at what kind of person you are, how you think, and what you've accomplished. In short, it's where you show the world the answer to "**Who am I and what can I do?**"

LinkedIn Isn't Just for Job Seekers



It's perfect for students, entrepreneurs, internship seekers, and even those who want to share content in their field.

■ For example, if you're studying Gastronomy:

You can later connect with people in culinary or education fields by sharing:

- 🍴 Competitions you've participated in,
- 🎓 Certifications you've earned,
- Your own recipe projects or articles about biology.

