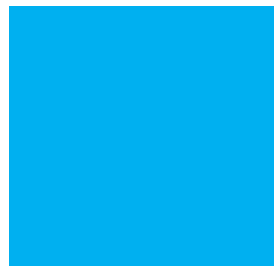




# LinkedIn Profile Optimisation (and Social Media Management)

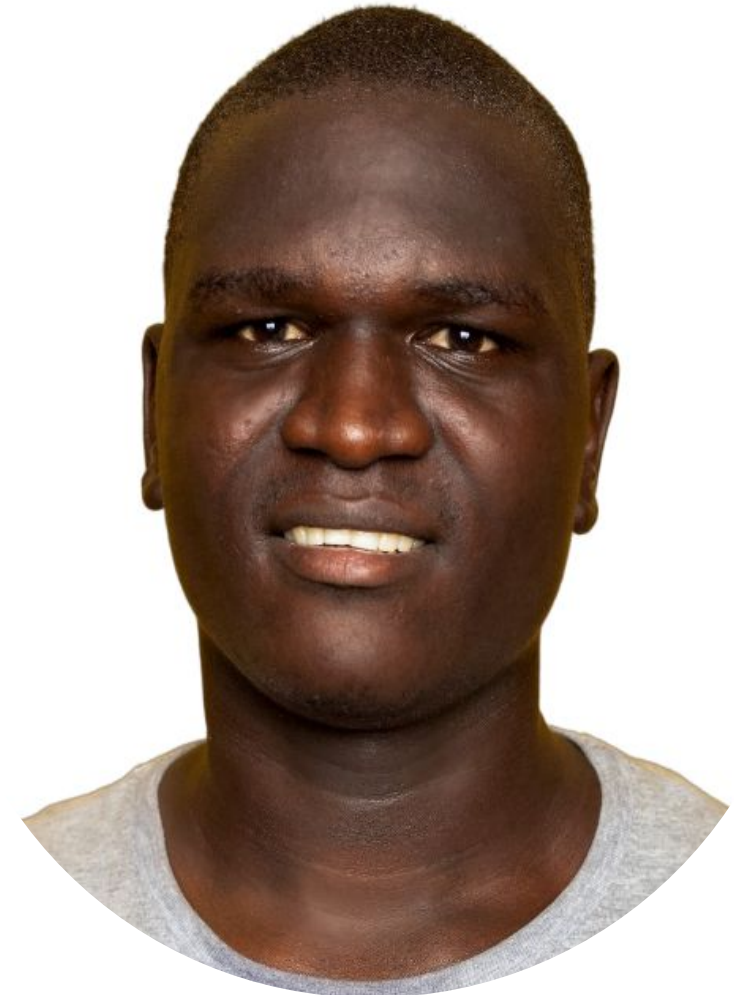
*Your Gateway to Professional Success*  
**Build Your Best Self (BYBS) Fellowship**



# Introduction

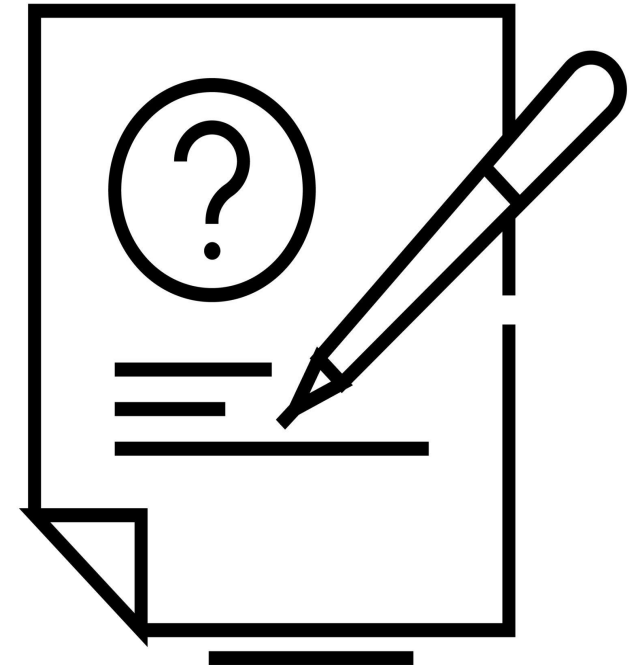
**As a teacher and professional in media, communications and project management, I have over six years of experience. I specialize in delivering impactful work, reaching over 10,000 beneficiaries yearly both in South Sudan and internationally through both in-person and online engagements since 2019.**

**Emmanuel Bida**  
**Founder | Program Manager**  
**Excellence Foundation for South Sudan**  
**Phone: +211924380378**  
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# Session Outline

- 01 **Optimizing Your LinkedIn Profile**
- 02 **Crafting Your Professional Brand**
- 03 **Engaging on the Platform**
- 04 **Using LinkedIn for Job Hunting and Networking**



# Learning Outcomes

## Fellows will be able to:

- Build a professional, compelling LinkedIn profile.
- Develop a strategic content and engagement plan.
- Leverage the platform for effective networking.
- Utilise LinkedIn's features to find and apply for jobs.



# Session 1: Introduction

*Why LinkedIn?* 🤔

# Why LinkedIn?

- It's not just an online CV; it's your professional brand.
- **97%** of recruiters use LinkedIn to find talent.
- It helps you build a network, find jobs, and learn new skills.
- A strong profile is your first impression.



# The Anatomy of a Powerful Profile

- Professional Photo & Background Image
- Compelling Headline
- Informative About Section
- Detailed Experience & Education
- Skills & Endorsements
- Recommendations

# Photo & Background: Making a First Impression

## Photo:

Use a professional, high-resolution headshot. Smile! A good rule of thumb: wear what you'd wear to an interview. Use [PFPMaker.com](https://www.pfp-maker.com) or [Canva](https://www.canva.com)

## Background Image:

Use a relevant, professional image that reflects your industry or career aspirations. Avoid generic or low-quality images. Use [Canva](https://www.canva.com)

# Photo & Background: Making a First Impression

## Profile Photo



## Cover Photo



# Crafting a Headline

Your headline is more than just your job title.

Formula: **[Your Role] at [Your Company] | [Your Key Skill] | [What you're passionate about or your goal]**

Example for a student: "*Marketing Student at [University Name] | Digital Marketing & Content Creation Enthusiast | Seeking Internship Opportunities*"

Example for an entry-level pro: "*Junior Software Developer | Python & JavaScript Specialist | Building innovative web solutions*"

# The "About" Section

This is your chance to tell your story.

Use the first two lines to grab attention.

Talk about your passion, skills, accomplishments, and career goals.

Use keywords relevant to your industry.

End with a Call to Action (e.g., "*I'm always open to connecting with professionals in the tech industry,*" or "*Feel free to reach out to me via email at...*").

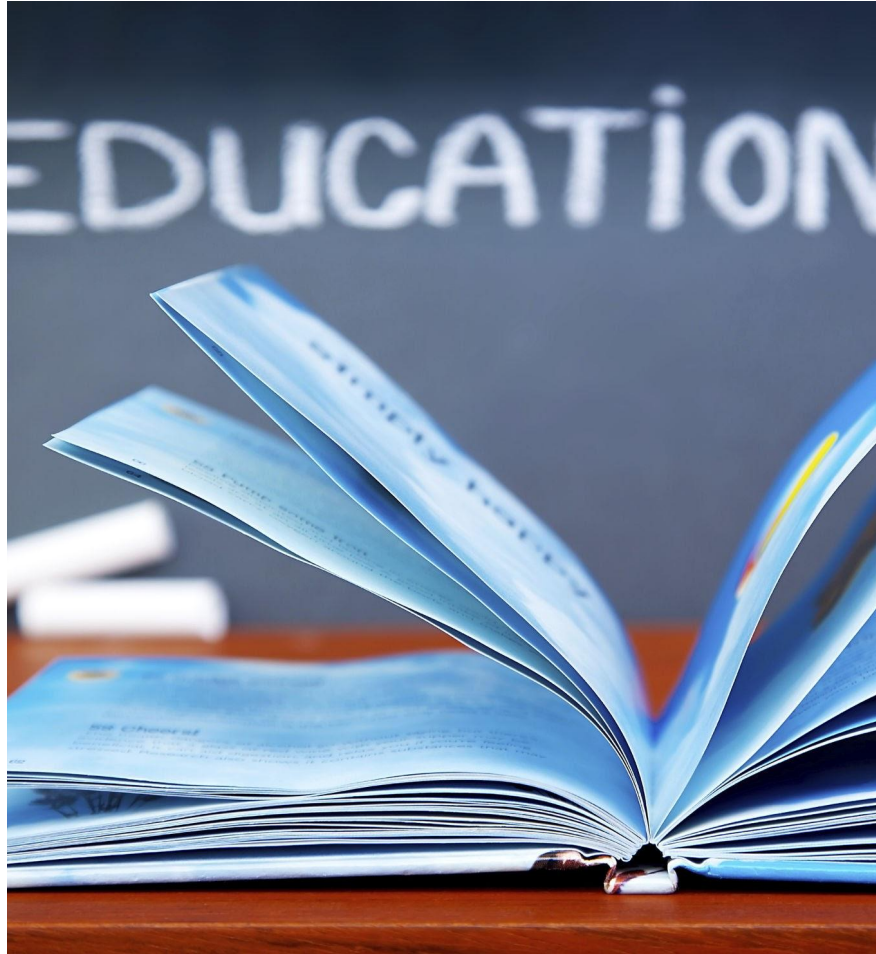
# The "About" Section

My goal is to help people and organizations grow. As a teacher, communications, and project management professional with over five years of experience, I've had the privilege of driving impactful work that has reached over 5,000 beneficiaries in South Sudan and beyond. I'm passionate about developing effective communication strategies and leading projects from concept to completion, with a focus on delivering tangible results.

I'm currently seeking new opportunities to apply my skills in a dynamic environment where I can continue to make a meaningful impact. Whether it's through crafting compelling narratives, coordinating complex initiatives, or mentoring others, I thrive on challenges that connect me with diverse communities and drive positive change. I'm always open to connecting with fellow professionals to exchange ideas and explore potential collaborations.

# Experience & Education

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Don't just list tasks, highlight **achievements** and **impact**. Use strong action verbs.

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**Quantify your success:** "Managed a team of 5,"  
"Increased sales by 15%."

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**For students: include relevant coursework, projects, and volunteer work.**

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**For entry-level pros: highlight skills gained in internships or entry-level roles.**

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# Skills & Endorsements



LinkedIn allows you to add up to 50 skills.

**Add skills relevant to your field (e.g., SEO, Project Management, C++).**

**Pin your top 3 most important skills to the top.**

**Actively seek endorsements from connections who have worked with you.**

# Session 2: Social Media Management

*Know the basics*

# The Basics for LinkedIn

- It's not just about having a profile; it's about being active.
- Consistency is key. Aim to post or engage at least a few times a week.
- Use social media management tools like [Fedica.com](https://www.fedica.com) or [buffer.com](https://buffer.com) create and schedule content.
- Follow companies and influencers in your target industry.
- Engage with their content: like, comment, and share thoughtfully.

# Content Creation

- Share articles, insights, and news from your industry.
- Write your own posts about a project you're working on or a skill you've learned.
- Use polls to spark conversation.
- Share your journey: what you're learning, your challenges, and your successes.

# Session 3: Building a Network

*The Power of Connection*

# LinkedIn Networking

- Connect strategically. Don't just send requests to everyone.
- Personalise your connection requests.

*A simple, "Hi [Name], I saw your profile and was impressed by [mention something specific]. I'd love to connect and learn from your experience," can make a huge difference.*

- Join LinkedIn Groups relevant to your field.
- Attend online and in-person events and connect with people you meet.

# Job Seeking on LinkedIn

## **The Jobs Tab:**

Use keywords, filters, and alerts to find relevant opportunities.

## **Easy Apply:**

Be cautious. A personalised application is often better.

## **Company Research:**

Use LinkedIn to research companies and find employees to connect with before you apply. This can give you an edge.

## **Follow Recruiters:**

Follow recruiters at companies you're interested in.

# Final Checklist & Your Action Plan

- ❑ Professional Photo & Background Image
- ❑ Optimised Headline & About Section
- ❑ Quantified Experience
- ❑ Relevant Skills & Endorsements
- ❑ At least one Recommendation
- ❑ Set a content and engagement goal (e.g., post 2x a week, connect with 5 new people a week)
- ❑ Your LinkedIn profile is a living document. Keep it updated and let it grow with you.

# Practical Assignment: LinkedIn Profile Audit

## Instructions:

### 1. Headshot & Banner Check:

Take or find a high-resolution professional headshot and a relevant cover image. Upload them to your profile.

### 2. Headline & About Section:

Rewrite your profile headline and "About" section based on the formulas and advice from the masterclass. Focus on your key skills, goals, and professional narrative.

### 3. Experience & Skills Audit:

Go through your work and education sections. For each entry, add or revise at least two bullet points to quantify your achievements (e.g., "*managed a team of X*," "*increased efficiency by Y%*"). Pin your top three most relevant skills to the top of your profile.

**Submission:** Send a link to your updated LinkedIn profile via Google Classroom and turn in.

# Q&A and Closing Remarks

**Thank you for attending!**

**Open for questions.**

**Connect with me on LinkedIn!**

**<https://www.linkedin.com/in/bidathomas>**



**Emmanuel Bida**

**Founder | Program Manager**

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***LinkedIn Profile Optimisation (and Social Media Management)***

