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UNITE THE WORLD WITH AFRICA FOUNDATION, INC.



MASTERING LinkedIn FOR PROFESSIONAL SUCCESS

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QUICK QUESTION

Are you excited to learn about a platform that can connect you directly to your dream job?

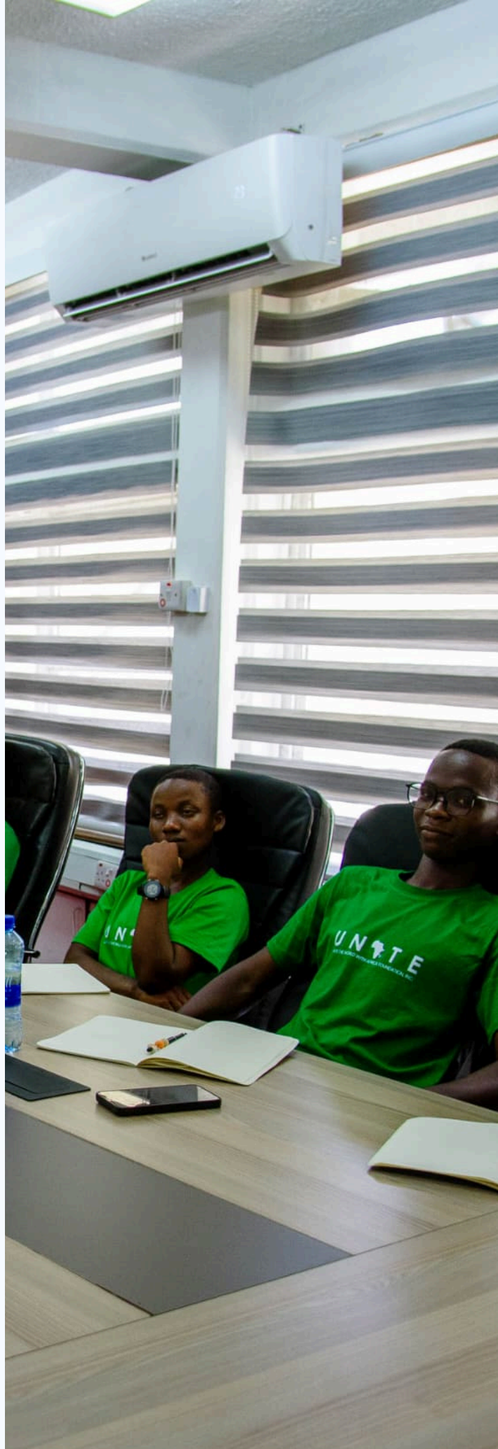
HOW CAN ONE DEFINE LINKEDIN?

- LinkedIn is a professional networking platform and social media site designed for career development, job searching, business networking, and professional communication.
- It is the largest professional network on the Internet with over 1 billion users in 200 countries.



HOW CAN YOU BENEFIT FROM USING LINKEDIN?

- Build a live resume by updating your experience.
- Access employment & internship opportunities.
- Access job applications.
- Learn skills you need to succeed in your career.
- Initiate connections with different professionals.
- Branding yourself as a job seeker & entrepreneur.
- Get job alerts.
- Find information about conferences, trainings, fellowship, and scholarship opportunities.



HOW TO REGISTER/JOIN LINKEDIN

Search on your phone for the app: LinkedIn.

Download and install the app.

Open the app and register

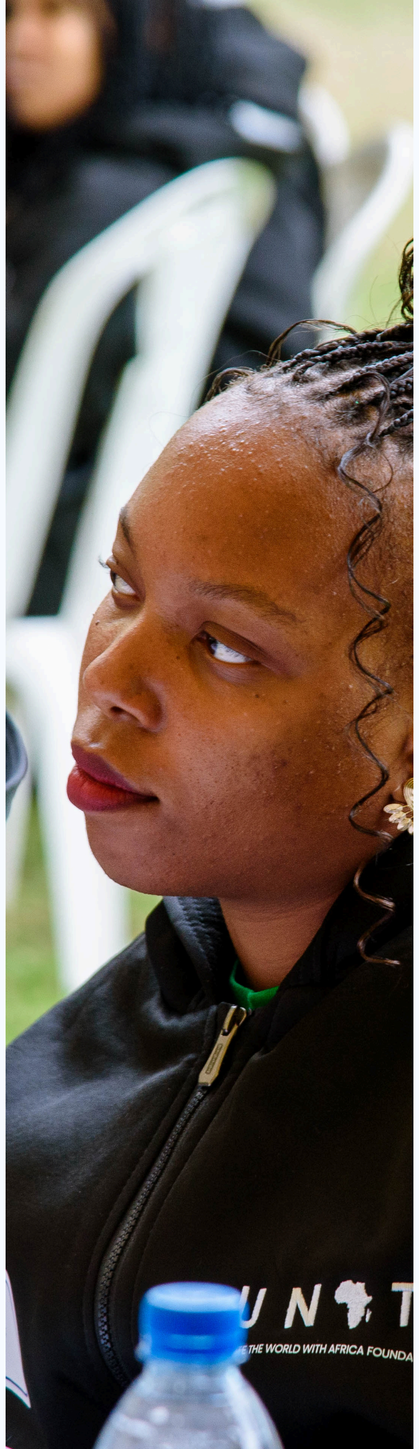
To see a step by step guide, click the link below

https://drive.google.com/file/d/17z5rZuBv1ZsNJPrCdVHKmqtKItYvq0A/view?usp=drivesdk



> Your LinkedIn profile is your professional brand. Showcase your skills, experience and education to stand out in your industry.

-Dr. David von Rosen-von Hoewel,
an international investor, entrepreneur,
and adventurer.







HOW TO ENGAGE WITH DIFFERENT PROFESSIONALS USING LINKEDIN

- Read posts and share your inputs in the comments section.
- Repost and tag people who have influence.
- Reach out to new connections and share a brief introduction about yourself.

- **EXAMPLE:** Hi, I am Stella Mosha, a psychologist. I create safe spaces for people to express their feelings and emotions. It is great to connect with you.

HOW TO GROW YOUR NETWORK IN LINKEDIN

Send 50 connections per day during week days.

Share updates;

- Work experiences
- Trainings and fellowships
- Certificates





Post about what you do; teach your network about your work.

If you have nothing to post, read your network's posts and repost to your audience.

WHAT TO DO IN LINKEDIN

Set up a complete profile.

- Use a strong professional profile picture.
- **Background:** Choose a simple and clean background.
- **Lighting:** Natural light is great. Make sure your whole face is clear and in focus.
- **Attire:** While you don’t necessarily have to dress in a suit and tie, it is best to dress professionally. Go for a solid-colored top that goes nicely with your skin tone. This helps keep attention on your face.
- **Smile:** You’re posing for a picture, not a gunshot.





WHAT TO DO IN LINKEDIN

- Be proactive in seeking opportunities.



- Point out your top skills.

Computer Literacy
Team Development
Presentation Skills

- Use relevant #hashtags

#Leadership #Healthcare #Africa #FAMSA #IFMSA #MedicalStudents #Gratitude #Med #PublicHealth #PopulationHealth #Hiring





WHAT TO AVOID ON LINKEDIN

- Avoid posting unprofessional, controversial, or irrelevant content.
- Do not be inactive on LinkedIn.
- Do not have only a few connections.
- Never be dishonest or exaggerate your skills or experiences.
- Stay on top of communications. Do not ignore your inbox
- Do not leave your profile unfinished.
- Avoid posting unprofessional photos or selfies.
- Always carefully proofread your posts. Avoid typos and poor grammar.



TAKE ACTION AND FOLLOW THESE ACCOUNTS IN LINKEDIN.

Opportunities for youth

Scholarship corner

Opportunity corner

Opportunity desk

"Excuses are a time thief. Have a goal, accept responsibility, and take action"

~Dr. Steve Maraboli, a renowned behavioral scientist, bestselling author,

and motivational speaker known for his work in psychology and personal development.

SCENARIO 1: CAREER GROWTH IN ENGINEERING

An electrical engineer working in Dar es Salaam feels stuck in his role. He updates his LinkedIn profile, highlights his projects, and starts engaging with posts written by industry leaders. A global renewable energy company notices his profile and offers him an interview for a senior role abroad.

QUESTIONS

- What difference did updating his LinkedIn profile make?
- How can engaging with posts from industry leaders create opportunities?
- What else could this engineer do on LinkedIn to grow his career?

SCENARIO 2: STUDENT SEEKING INTERNSHIP

A final-year university student in computer science wants an internship but doesn't know where to start. He creates a LinkedIn profile, lists his projects (like building a mobile app), and connects with alumni from his university. One alumnus introduces him to a tech company, and he lands an internship.

QUESTIONS

- How did connecting with alumni on LinkedIn help this student?
- What's the value of showcasing student projects on LinkedIn?
- How can students use LinkedIn differently from professionals already in the workforce?


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