

# Linked **in** basics for AIESECers

Boost your professional image  
with the help of LinkedIn.



# Content of the Booklet

Objectives

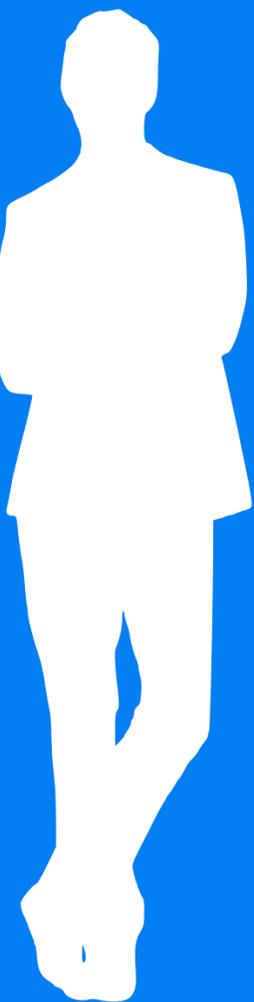
Disclaimers

Why LinkedIn?

How to build your LinkedIn Profile

LinkedIn Tips & Etiquette

*powered by*



# Objectives

This informational booklet has been created in order to encourage (new) AIESEC members to build their professional profiles on LinkedIn.

It has been noticed that there is no standard material within the organisation that allows learning the basic principles of the platform & no material that makes the Members aware of how significant it is to use this platform nowadays.

The booklet is in English in order to allow access to information about LinkedIn to the non-Polish speakers.

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# Objectives

This informational booklet is also a certification project of Alexandra Kościuszko (LCVP FIN 2021/22 AIESEC Wrocław UT, Poland) as part of the Leadership Programme at the University of Wrocław, Poland.

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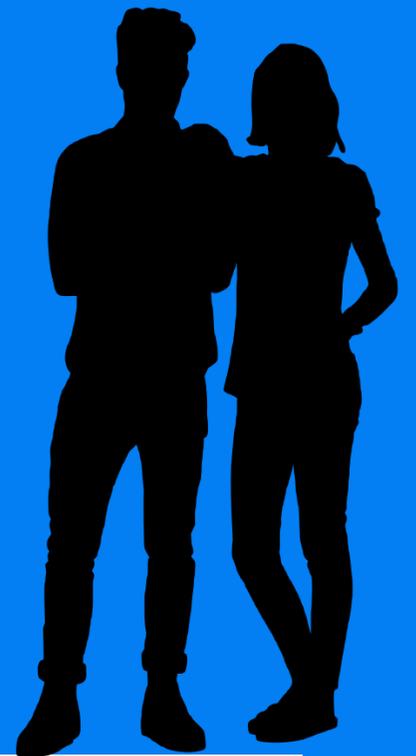
# Disclaimers

The information in this booklet is a collection of information from four different webinars about LinkedIn.

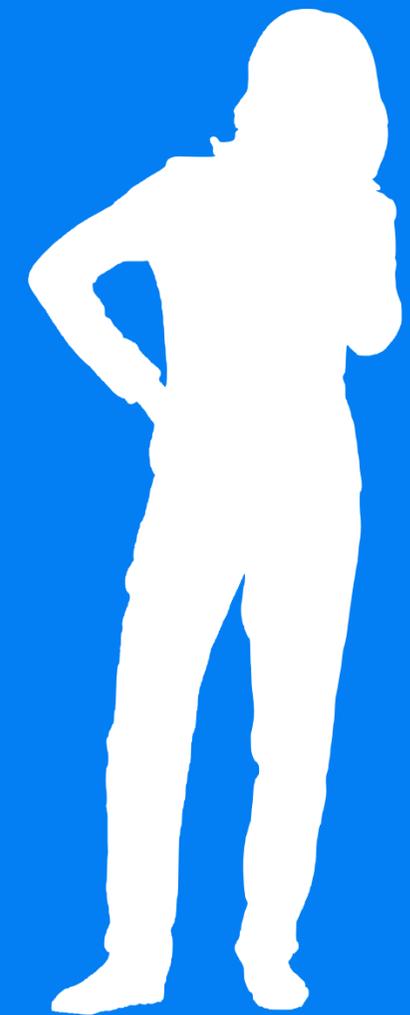
The author does not specialise in LinkedIn herself.

The graphics come from Canva.com & AIESEC graphic resources & the author's personal resources.

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**Why LinkedIn ?**

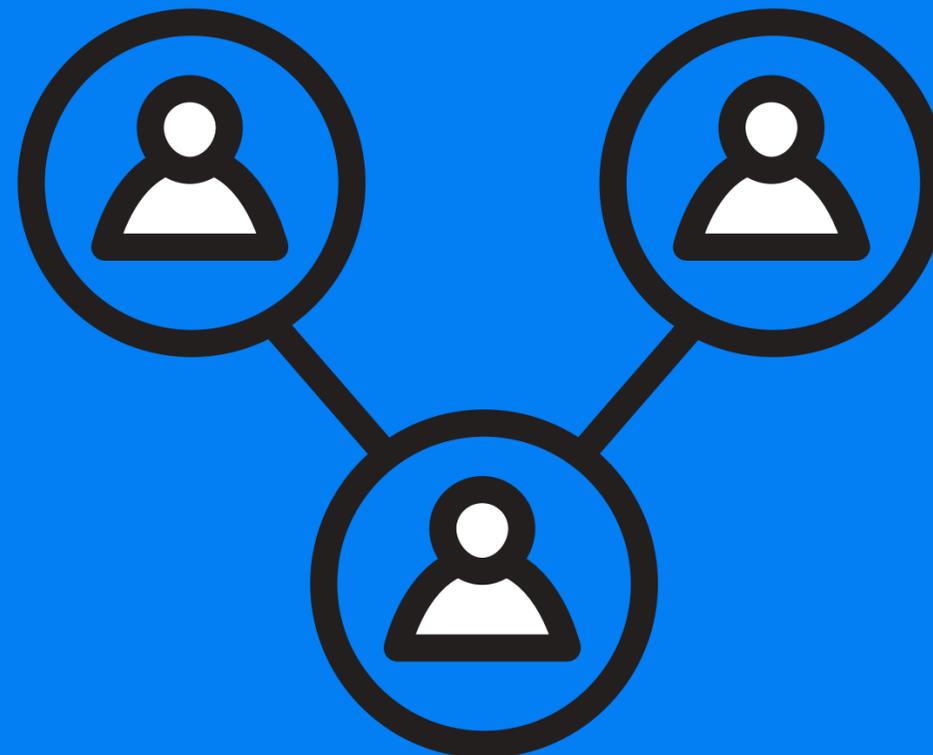


# Why LinkedIn?

## To connect

Especially being in AIESEC, it is easier to connect and keep in touch with your colleagues from the organisation or the University. Thanks to LinkedIn you can easily learn about what they are currently doing. You can also reach out to people that interest you by adding them to your network.

To give you an analogy, LinkedIn is like Facebook or Instagram but for a career.



# Why **LinkedIn** ?

## To present yourself



On LinkedIn you can easily build your profile, by presenting your past and current experience. It works a bit like a CV, but you have more options.

New internship? New certificates? New projects? Such things can be always shared on LinkedIn. That way you keep your connections posted about what is going on in your professional life.

# Why LinkedIn ?

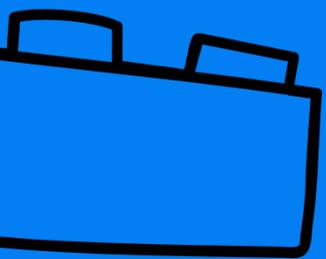
To attract new opportunities & get inspired

By seeing what others are doing you can get inspired and get more insight into what you would like to do in the future.

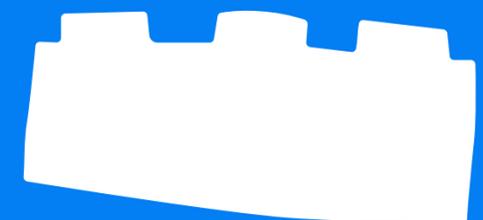
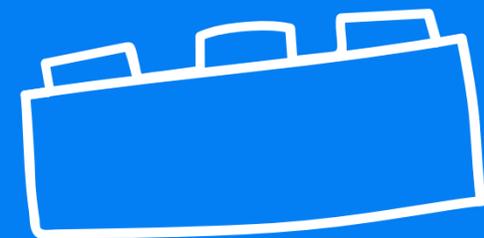
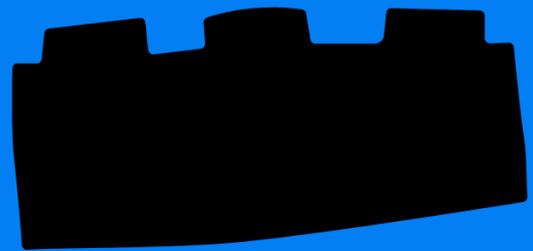
You can easily follow people or companies that interest you. On LinkedIn they often release the freshest updates.

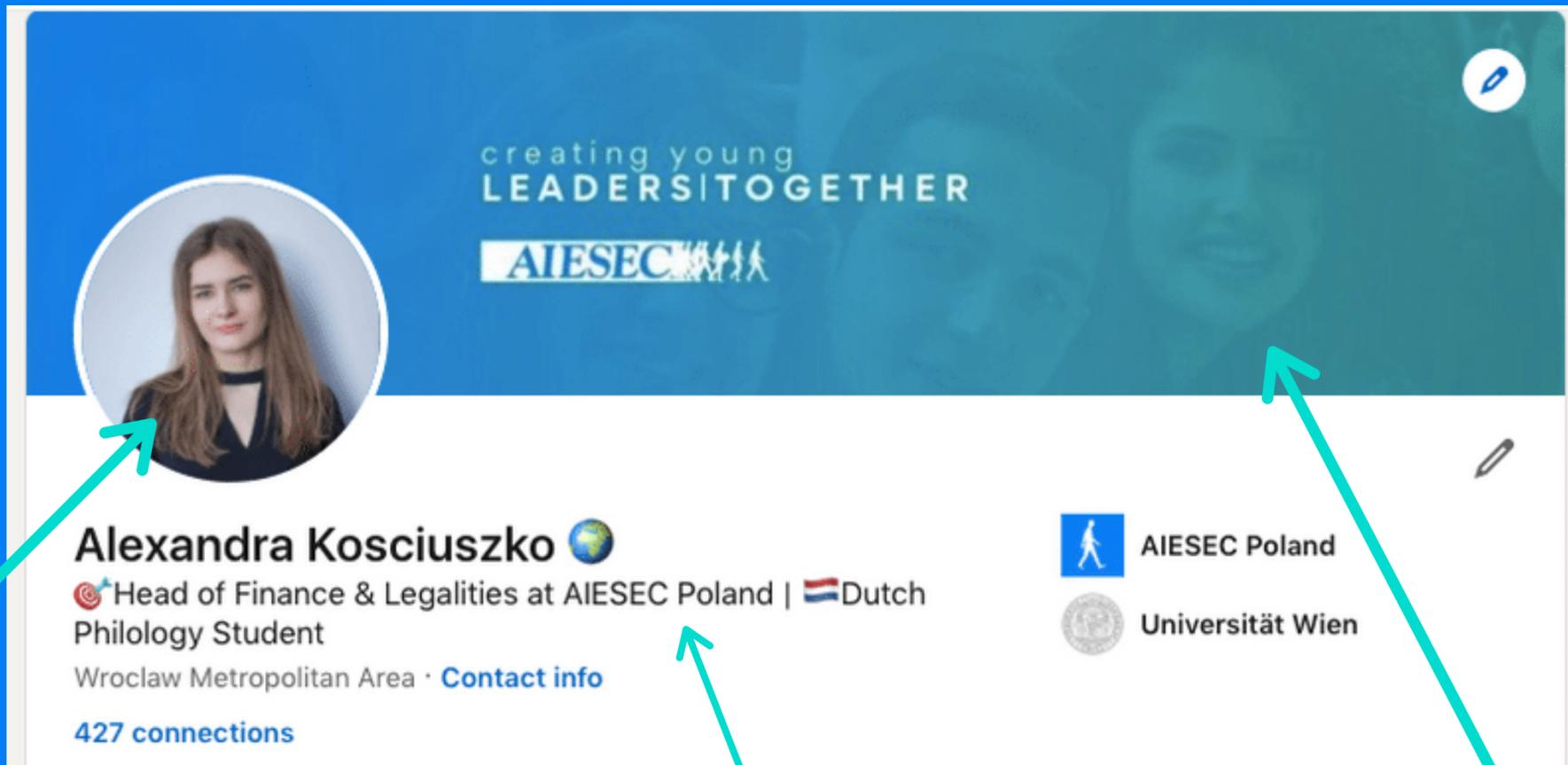
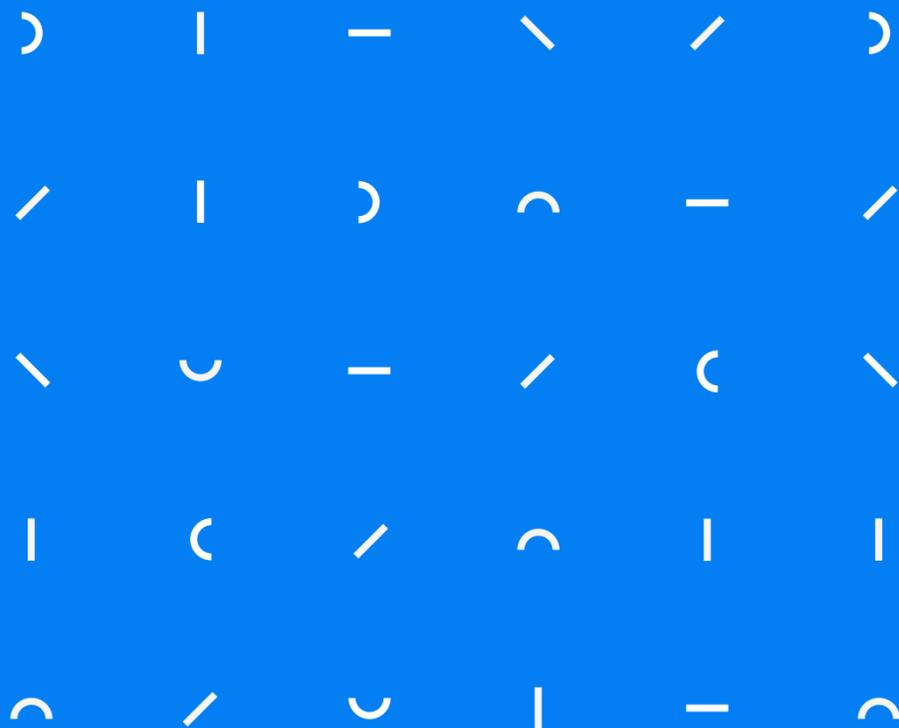
Also, don't be surprised if someone reaches out to you with a job offer or simply a compliment :-)





# How to build your **LinkedIn** profile?





# The Front

THE MOST REPRESENTATIVE PART OF YOUR PROFILE.

**FIRST IMPRESSIONS MATTER!**

## Profile Picture

Professional looking photo, without a closed posture!

Smile on the photo boosts the impression, it is always recommended :-)

## Short intro

For your main roles, it is always good to add emojis to boost the graphic attractiveness of the profile.

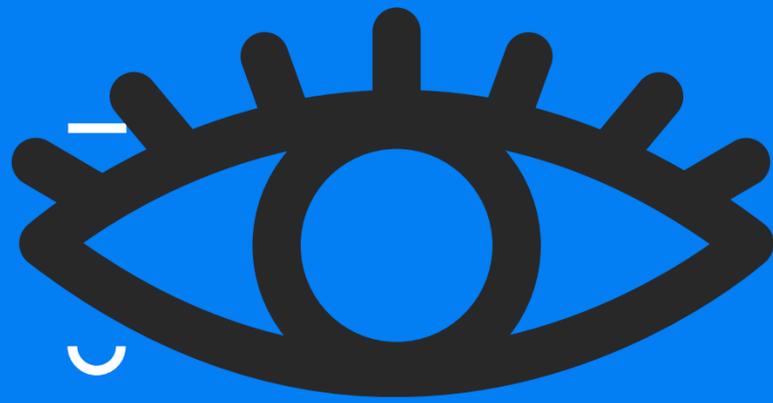
Some experts recommend the red color because it catches attention very easily.

Do not add too many emojis to avoid visual chaos!

## Graphic Cover

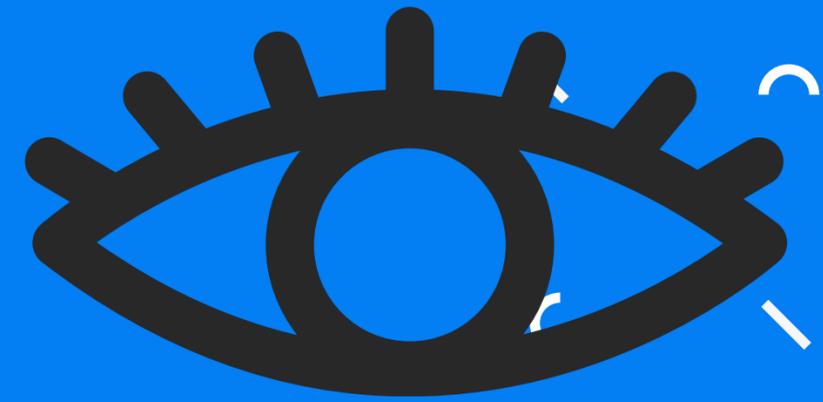
Can indicate to which company you belong or indicate your expertise.

It is good to have a cover because it gives the viewer more context and in general upgrades your professional image.



# Good visibility

WHICH PROFILE POPS OUT THE MOST?  
WHY?



Recommended people for you See all

 <b>Angela Duckworth</b>  Founder and CEO at Character Lab, professor at UPenn, author... 567,524 followers <a href="#">Follow</a>	 <b>Marta Olesiak</b>  Sprzedaż przez LinkedIn  Trener Sprzedaży  Social Media  Soci... 3,678 followers <a href="#">Follow</a>	 <b>Esther Perel</b> Psychotherapist, Relationship Philosopher, Speaker, Author an... 73,077 followers <a href="#">Follow</a>
 <b>Robert Gryn</b> CEO at Metahero 30,685 followers <a href="#">Follow</a>	 <b>Christine Lagarde</b>  President of the European Central Bank 2,447,625 followers <a href="#">Follow</a>	 <b>Satya Nadella</b>  Chairman and CEO at Microsoft 9,638,193 followers <a href="#">Follow</a>



# Bio

HERE YOU CAN TELL MORE ABOUT YOURSELF.

**STORYTELLING MATTERS.**

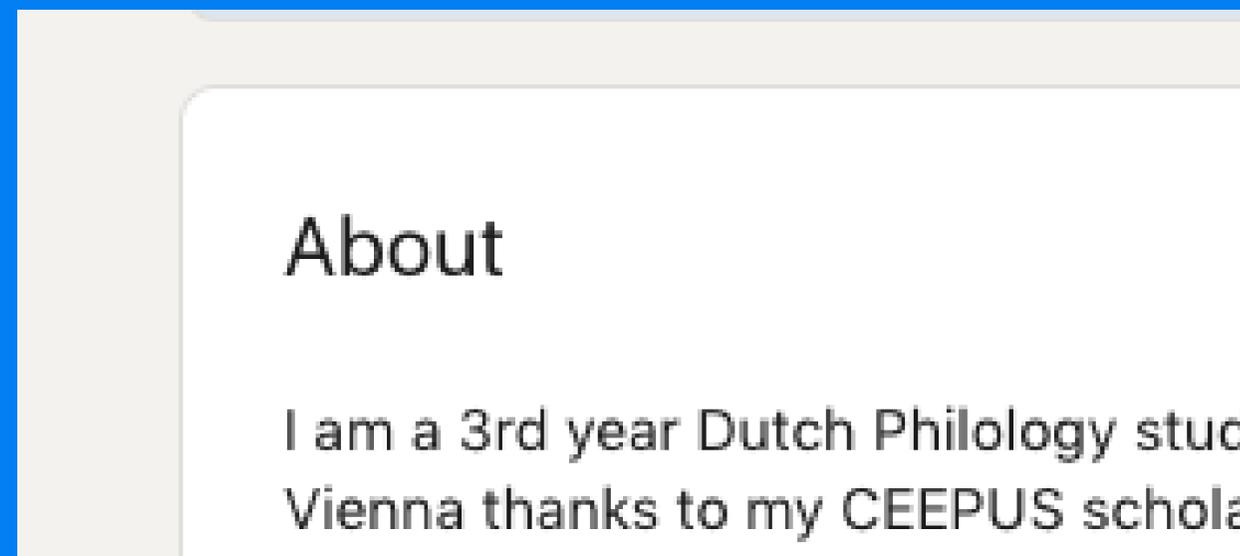


This is the first thing after the front of your profile at which the Recruiters and also other LinkedIn Members look at. With this short storytelling, you can let the viewers quickly judge what is your background/ expertise/ interests without scrolling through your whole profile.

It is a very important part of the LinkedIn profile! Usually, you don't have space to write such Bio on your CV, so use this opportunity well.

Numbers & coherence with the rest of the LI profile matter. Do not include your personal details. For instance: mention you took part in 4 projects. Do not make up the facts. Avoid cliches such as 'I am a very hard-working person', focus on what is unique about you.

Also do not forget to refresh it once in a while to show the most up-to-date experience.



# Exercise

DO YOU THINK IT IS A GOOD BIO?

WHAT WOULD YOU INCLUDE IN YOURS?

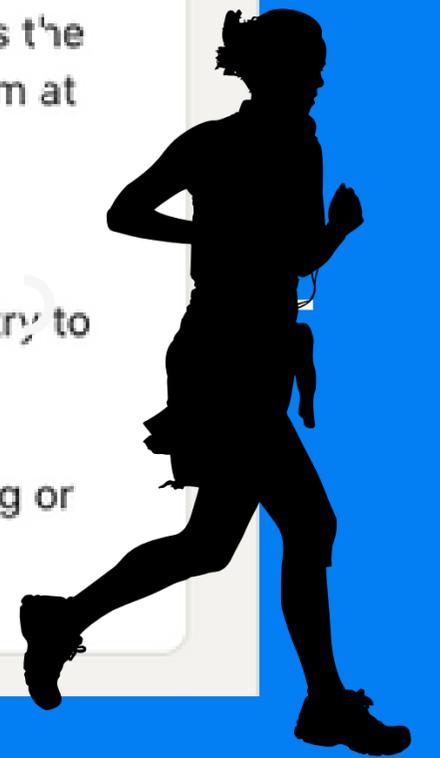
## About

I am a 3rd year Dutch Philology student studying in Poland at the University of Wrocław & at the University of Vienna thanks to my CEEPUS scholarship.

Currently, I am busy with graduating and participating in developing AIESEC Local Committee Wrocław UT as the Head of Finance & Legalities. Besides AIESEC, I am also an active member of the International Relations Team at the Polish Zero-Waste Association. Moreover, I have a consistent experience in participating in various international projects, such as MEU Bratislava 2020 as the most recent one.

I have a particular interest in learning about people from different cultures. In my free time, I also explore or try to contribute as a volunteer to art & culture and to environmental causes.

I am ambitious, creative, and always searching for new opportunities to grow. If you find my profile interesting or relevant, please feel free to get in touch.



# Experience

HERE IS THE SPACE TO FILL OUT YOUR CURRENT AND PAST EXPERIENCE.

DON'T HESITATE TO ELABORATE MORE ON THE EXPERIENCES!  
THAT WAY THE VIEWER KNOWS WHAT YOU WERE RESPONSIBLE FOR AND WHAT IT  
MEANT TO YOU.

## Experience



### **AIESEC Poland**

1 yr 6 mos

#### **Audit Subcommittee**

Mar 2021 – Present · 5 mos

#### **Local Committee Vice- President Finance & Legality**

Feb 2021 – Present · 6 mos

Wroclaw, Dolnośląskie, Poland

- taking care of Local Committee's financial sustainability,
- educating Local Committee members on legal matters within organisation and the LC,
- bookkeeping and reporting the current financial status of the LC to other AIESEC bodies according to routines and the timeline,
- archiving the LC's documentation,
- working in synergies with other Executive Board members,
- general contribution to developing the LC, such as conducting interviews with potential



# Education

HERE IS THE SPACE TO FILL OUT YOUR CURRENT AND PAST EDUCATION.

IT IS RECOMMENDED TO ELABORATE ON YOUR EDUCATION.  
DON'T BE AFRAID TO INCLUDE THE PROGRAMS YOU HAVE DISCONTINUED.

## Education



### Universität Wien

Bachelor of Arts - BA, Niederladistik  
2021 – 2021

Exchange student/ CEEPUS Scholarship:  
- writing up BA thesis in Vienna,  
- exchange as a part of the DCC specialisation.



### Erasmus University Rotterdam

BSc, Psychology  
2017 – 2018

Discontinued



# Volunteering

IT IS THE SPACE TO FILL OUT YOUR CURRENT AND PAST VOLUNTEER EXPERIENCE.  
THIS SPACE USUALLY INDICATES WHICH CAUSES YOU CARE ABOUT.

INTERESTING VOLUNTEERING EXPERIENCE CAN BE AS VALUABLE AS A JOB EXPERIENCE.

## Volunteer experience



### Volunteer in the International Relations Section

Polskie Stowarzyszenie Zero Waste

Mar 2021 – Present • 5 mos

Environment

- Currently, I am busy translating GoZeroWaste App from English to Polish in cooperation with the Spanish team,
- Cooperation with Erasmus Student Network in Poland on a social media campaign providing zero-waste tips for the exchange students.

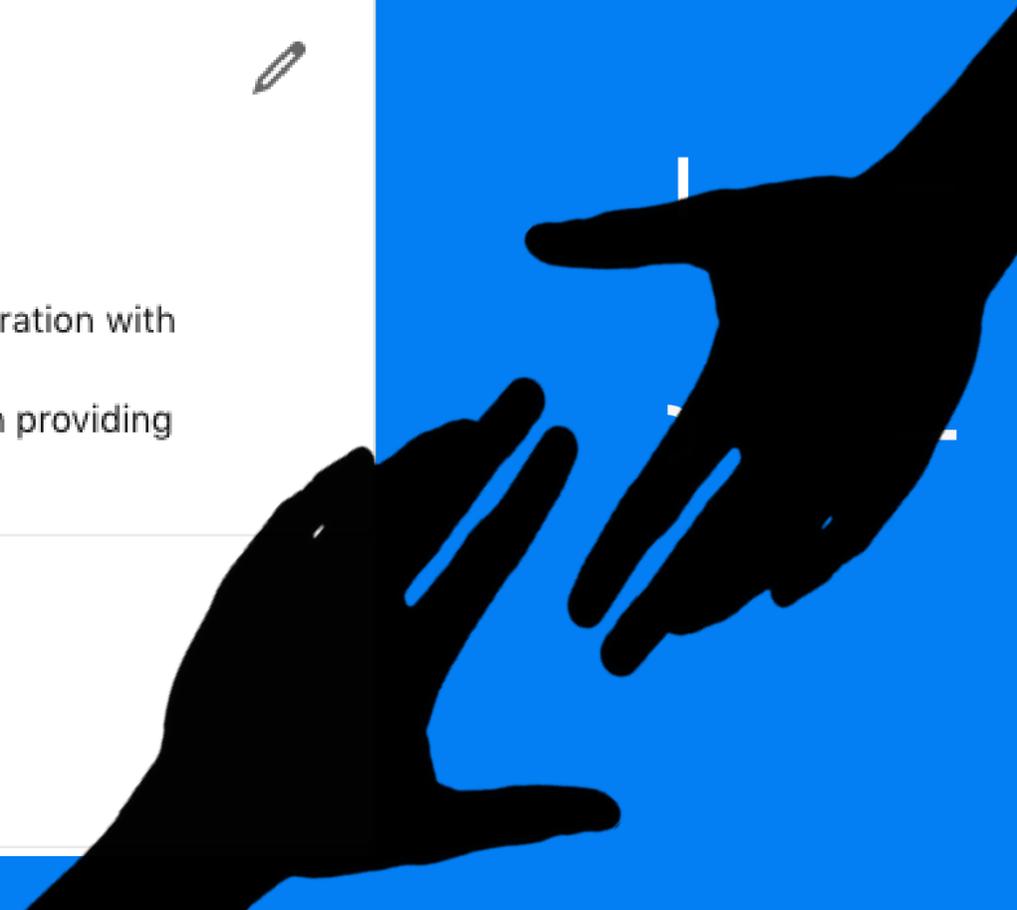


### Fundraising Volunteer

Fundacja Wielka Orkiestra Świątecznej Pomocy

Feb 2021 • 1 mo

Health



# Skills & Endorsements

HERE YOU CAN LET THE VIEWERS KNOW ABOUT YOUR SUPERPOWERS!

YOUR CONNECTIONS CAN CONFIRM YOUR ABILITIES TO PERFORM CERTAIN TASKS.

THAT'S WHAT USUALLY BOOSTS THE CREDIBILITY OF YOUR PROFILE TOGETHER WITH THE RECOMMENDATIONS.

## Skills & endorsements

Add a new skill 

[Take skill quiz](#)

**Teamwork** · 2

 and 1 connection have given endorsements for this skill

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**Intercultural Skills** · 3

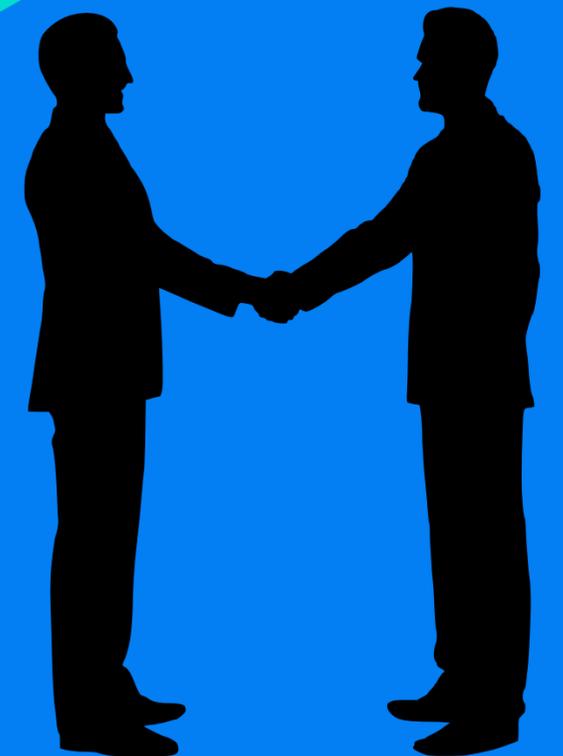
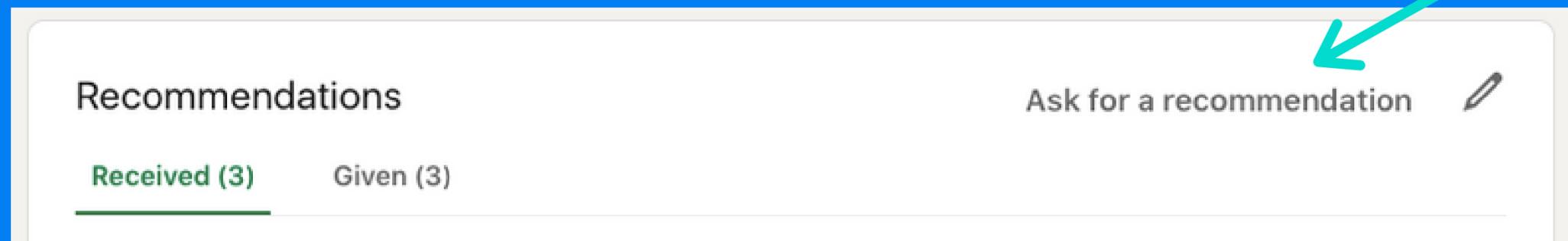
 and 2 connections have given endorsements for this skill



# Recommendations

HERE YOUR CONNECTIONS CAN SHARE WHAT THEY THINK ABOUT WORKING WITH YOU.  
WAY EASIER AND HANDIER THAN A RECOMMENDATION LETTER :-)

YOU CAN WRITE SOMEONE A RECOMMENDATION AT YOUR OWN INITIATIVE.  
IT IS ALSO POSSIBLE TO RECEIVE OR SEND A REQUEST FOR A RECOMMENDATION.



All recommendations can be accepted or rejected by the profile owner.  
The owner can also suggest edits.



# Accomplishments

SPACE FOR YOUR LANGUAGES, PROJECTS, ORGANISATIONS & IMPORTANT CERTIFICATES

YOU CAN ALSO MENTION A BIT OLDER EXPERIENCE, VIEWERS LIKE TO KNOW THE STORY BEHIND YOUR PROFILE.

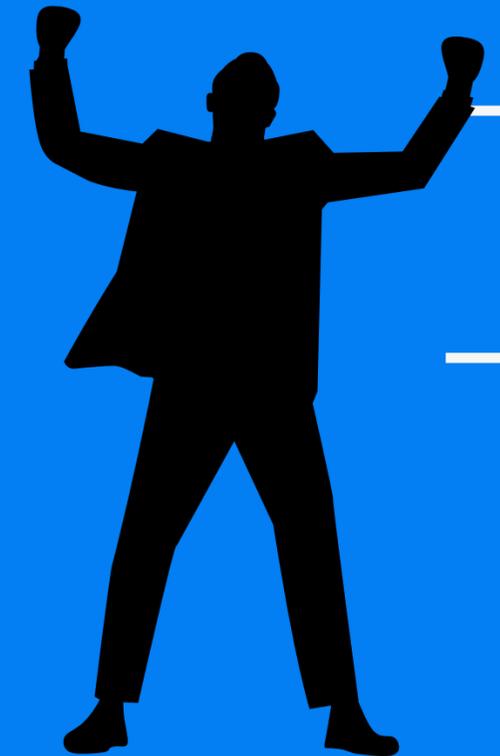
## Accomplishments

**4** Languages  
Dutch • English • Polish • Spanish

**3** Projects  
Model European Union Bratislava 2020 • Gdynia Business Week Advanced 2015 • Gdynia Business Week 2014

**2** Organizations  
AIESEC • Gdynia Business Week Alumni

**2** Test Scores  
IELTS • Polish Matura Certificate



# LinkedIn Tips & Etiquette



1. Add a short note when sending an invitation. That way you can shortly introduce yourself and maintain the contact easier in the future. In the note, you can add where you know each other from or why you would like to get in touch with that person. Otherwise, the request to connect might look random and irrelevant.

2. Be professional and authentic when on LinkedIn. :-)

3. Make yourself known. Do not be afraid to reach out to people you haven't met yet. You can always give a compliment and the reason why you would like to connect.



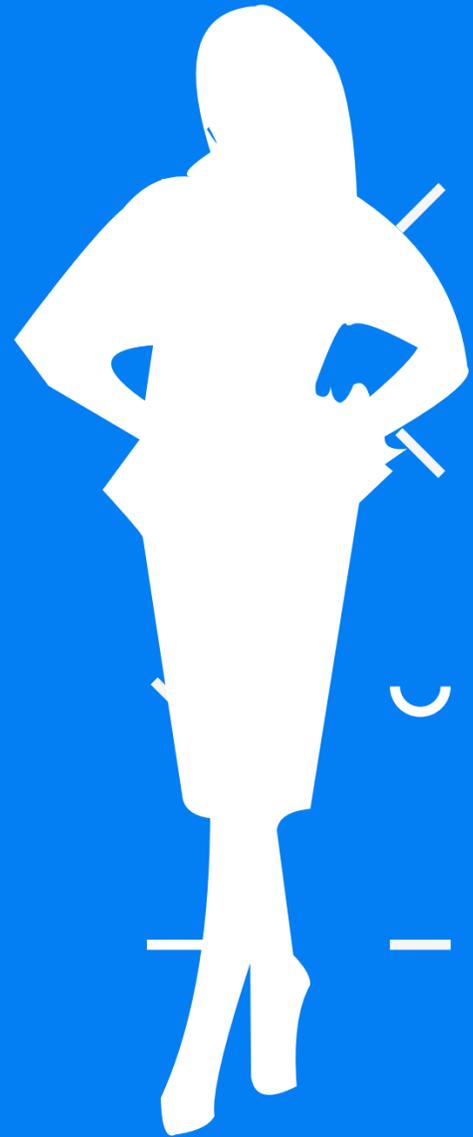
# LinkedIn Tips & Etiquette



4. Make yourself known by sharing posts with your knowledge (from the field of expertise) and accomplishments. While posting on LI use emojis 🤔 🤔🤔 🤔 & hashtags starting with a capital letter, for instance: #Diversity. Once in a while, posting something more personal is OK. You can also indicate how it relates to your professional life. You can look up how significant your profile is for the LinkedIn community thanks to the feature of the Social Selling Index (so-called SSI). When posting, it is good to leave an open question at the end to encourage the community to react and show **the algorithm** that your profile sparks interest.

5. Set a rule to like/comment 3 posts when you are on LinkedIn. That is also how you increase your visibility & likelihood of attracting new opportunities and show support for the ideas that you find interesting. That's just how **the LI algorithm works**.

6. Visit LinkedIn frequently. Be active. Once or twice a week is acceptable. That's how you encourage your professional network to interact with you.



# LinkedIn Tips & Etiquette



7. Did you know that you can download your LinkedIn profile as a CV/ share it/ save it to PDF? You do it by clicking the 'More' button at the top of your profile.

8. If something is coherent with your personal brand, do not worry it might look a bit unusual on LinkedIn. For instance, on one of the webinars, there was an example of a person whose background looked a bit chaotic compared to others. In that case, it was fine, because it reflected his style and personality.

9. Did you know that you can browse job offers on LinkedIn according to your preferences? You can view job offers from all around the world. There is also a feature that lets the recruiters know you're open to their offers. In some cases, you can apply for the opening just with one click by sharing your profile.



# LinkedIn Tips & Etiquette



10. Last, but not least: do not underestimate the power of LinkedIn. Once you build the profile, you might be surprised by the opportunities that are coming your way. Building a LinkedIn profile is a good investment that usually pays off in the future.



That's it!

Good luck with building  
your LinkedIn profile!

In case of further questions feel free to get in touch:

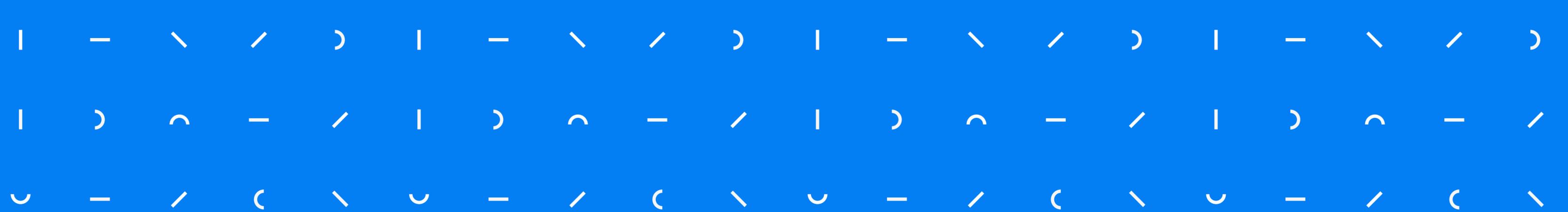
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LinkedIn: <https://www.linkedin.com/in/alexandra-kosciuszko/>

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# Special Thanks to

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- Ludovico Cornetti
- Szymon Lach



For sharing their expertise on LinkedIn.

