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What is LinkedIn?

- LinkedIn is a business social media platform, mainly used to share valuable information/contacts and also used for communication and learning new skills.
- Additionally, LinkedIn is the world's largest B2B relationship-building platform and one of the largest recruitment programs.
- LinkedIn focus is on building long-term relationships, hence sales cycles are longer (on average from 6 months up to a year) and the deal valuations are higher (> €10,000).

Why is LinkedIn relevant to Directo?

As LinkedIn is becoming increasingly important in business social media, we are also focusing on increasing our activity there to find new potential clients!

Why should I be on LinkedIn?

- Strong online branding, as LinkedIn can be your digital CV.
- Increases your professionalism and credibility, which in turn increases Directo's professionalism.
- Your LinkedIn account is among the first when your name is looked up on Google
- Opportunity to build a professional social network.
- Opportunity to “show off” your professional achievements 😊

A good LinkedIn profile consists of the following parts:

If you primarily want to communicate in your home language on LinkedIn, create a profile in your home language. If more internationally oriented, then in English.

Professional profile and background picture

Profile picture

Should be an professional, yet friendly portrait picture. Use your Directo homepage photo!

Background picture

Ideally, the background picture should refer to your company, job position, or services/solutions you offer. If you want to, you can use Directo's LinkedIn background picture. (Ask Mihkel for photos)

Headline and brief introduction on your profile

Headline

- A sentence introducing yourself, ideally referring to what you do or what you offer.
- Option to simply display your current job position.
- Example: "Helping companies digitize their workflows" or "Providing the best ERP customer experience @ Directo"

About

- Tell about yourself - who you are, what you offer, and what you are looking for?
- Optionally, you can also add something related to Directo :)

Work Experience

- All relevant job positions, starting from the most recent.
- It's useful to highlight job responsibilities/achievements and add skills!
- You can also add pictures (picture of your team, you presenting somewhere, some of your achievements)
- Example: "Business Software Consultant"; "Project & Implementation Manager"; "Business Software Project Manager"



Mihkel Kõlm

Helping businesses digitalize their operations | Sales Development Representative at Directo | Head of Market Strategy at TalTech Studen...

M



Directo OÜ / Directo business software

Full-time · 11 mos

Tallinn, Harjumaa, Estonia

- **Sales Development Representative**

Mar 2024 - Present · 2 mos

- Identify and qualify leads through various channels like cold calling, email outreach, and social media engagement.
- Collaborate with sales and marketing teams to develop targeted strategies for lead generation and conversion.
- Network and participate in industry conferences and events to expand reach and cultivate relationships with potential leads and partners.

💎 **Business-to-Business (B2B), Software as a Service (SaaS) and +3 skills**

- **Business Software Consultant**

Jun 2023 - Mar 2024 · 10 mos

Hybrid


- Provide technical support and assistance to ERP software users, addressing inquiries, troubleshooting issues, and ensuring smooth system functionality.
- Diagnose and resolve technical issues related to ERP software promptly, minimizing downtime and improving overall client satisfaction.
- Close collaboration with cross-functional teams, including sales, product development, and engineering, to advocate for clients' needs and provide feedback for product improvement.

Education

- University (definitely link it with the university's LinkedIn account)
- Years of study, major, and optionally some courses that may relate well to your current job position.

Example:

Education

**TalTech – Tallinn University of Technology**

Bachelor of Applied Science - BASc, Applied Chemistry, Food and Gene Technology
Sep 2019 - Jun 2023

Specialization: Food Technology
Thesis: Analysis of physical and chemical properties of edible fats
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Completed analytical courses:
- Applied statistics, Analytical Chemistry, Instrumental Analysis, Higher Mathematics I, Higher Mathematics II, IT Foundations I, IT Foundations II

Completed field-specific courses:
- Biochemistry, Microbiology, Molecular and Cell Biology, Principles of Food Technology, Food Chemistry, Principles of Food Analysis, Food Hygiene, Sensory Analysis of Food

Completed soft-skill courses:
- Introduction to Scientific Research, Tutor's program, Personal finance, Team Management

Your Skills

- Skills refer to keywords related to your positions/education etc. For example, "Project Management" or "B2B Sales" or "Customer Service".
- Collected from wherever you have marked them on your profile.
- The section displays the skills added last in order; this order can be changed!

← Skills

All

Industry Knowledge

Tools & Technologies

Interpersonal

Sales

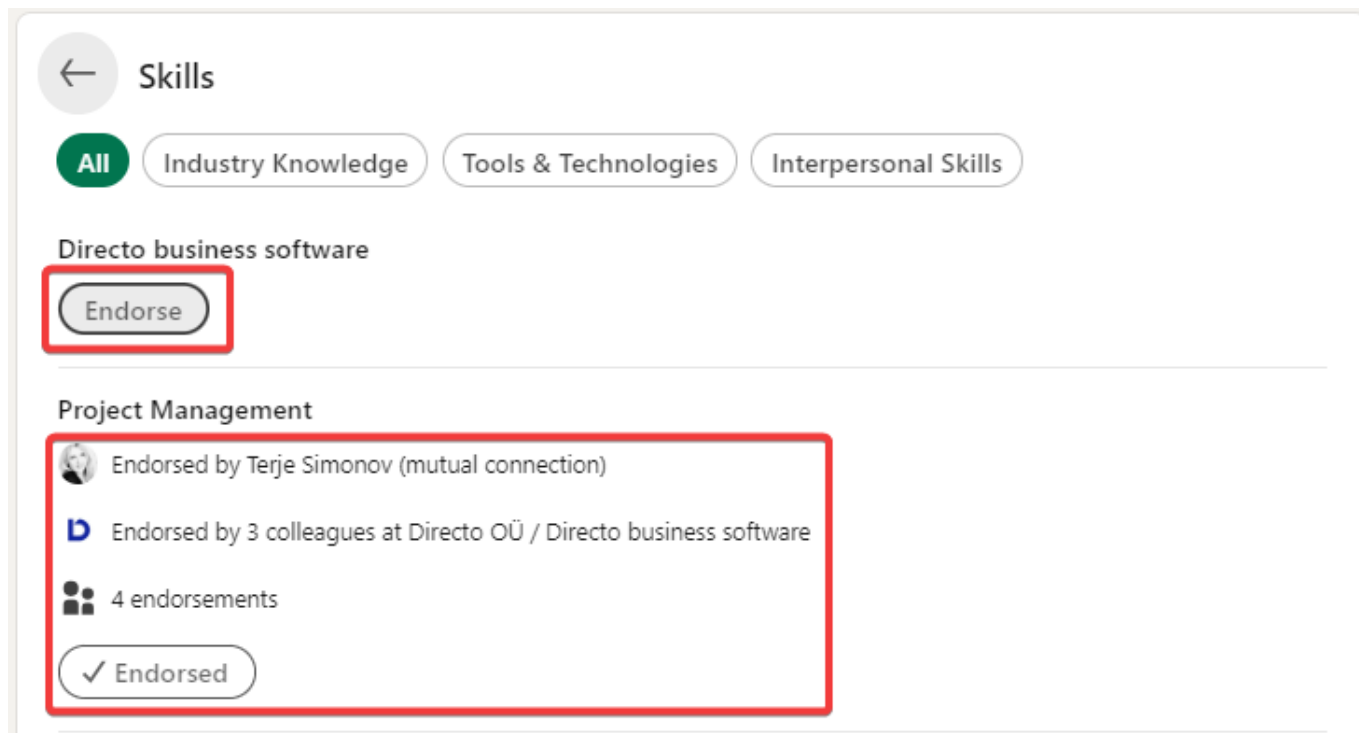
...

Reorder

Endorsement settings

Endorsements

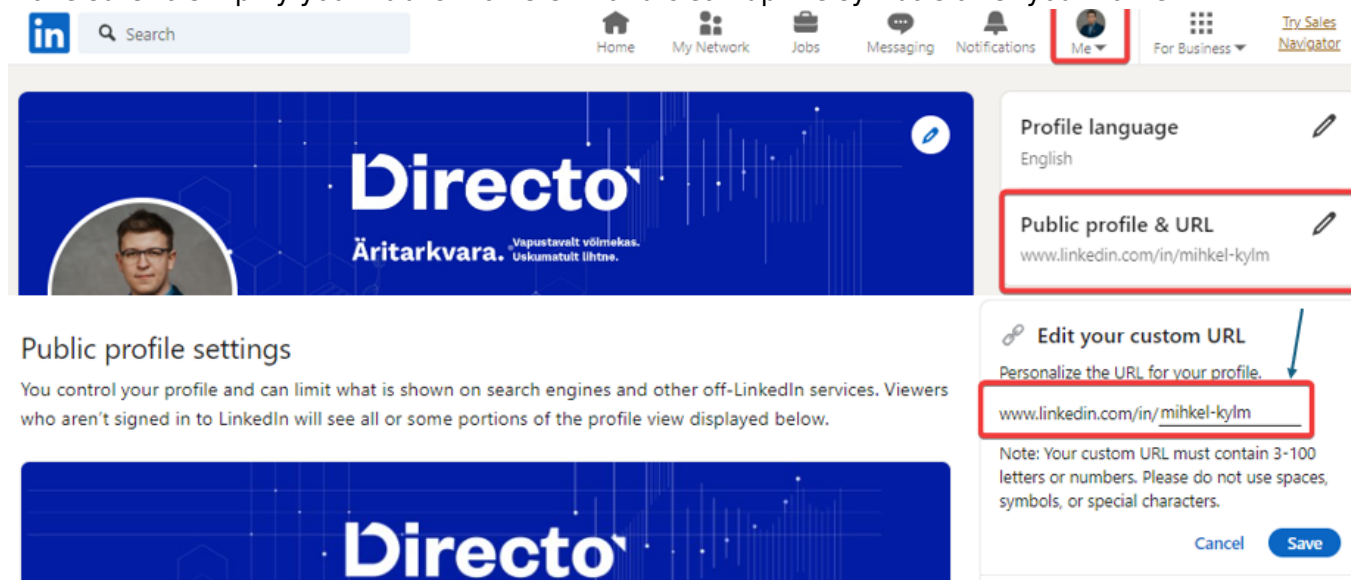
Skills can also be endorsed on other people's profiles, giving conformation about a person's competence. The more endorsements, the better!



Final tips and tricks

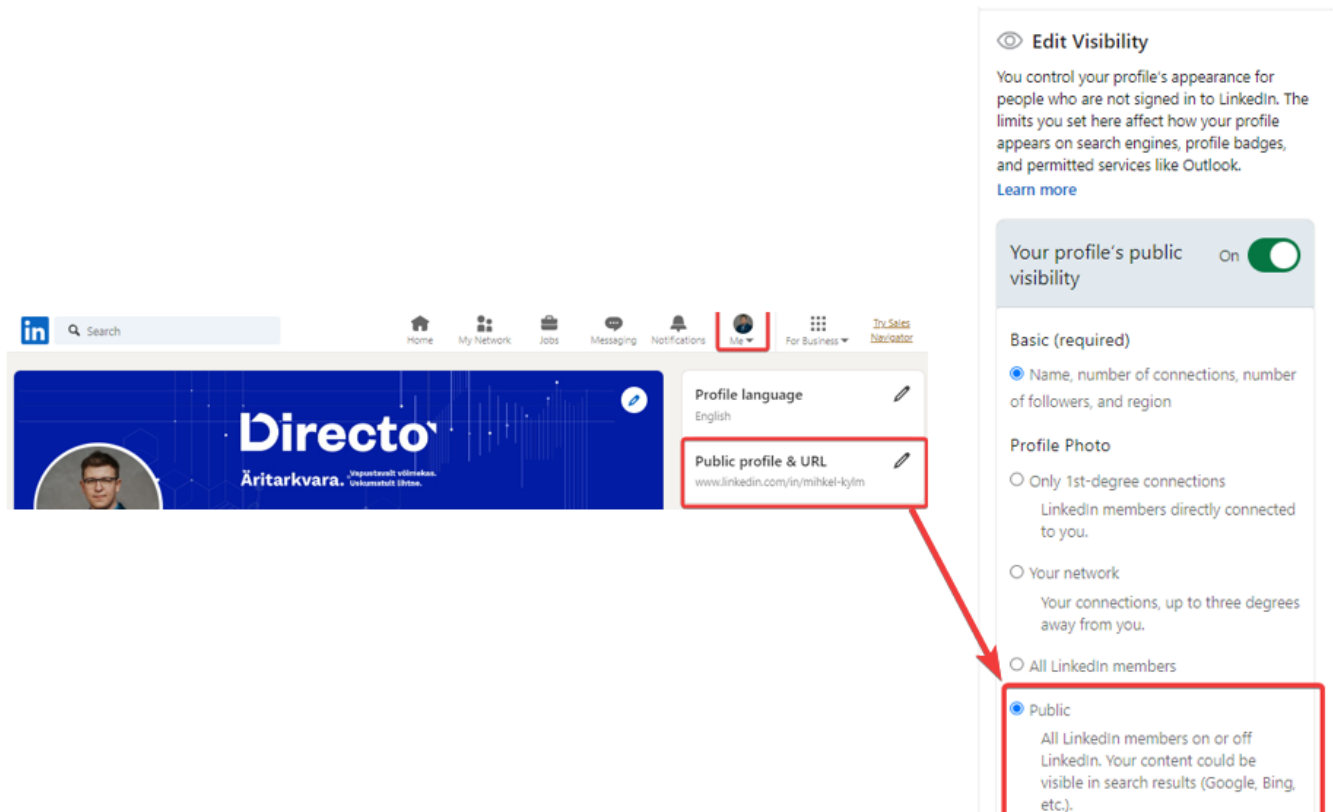
Profile URL

Make sure to simplify your Public Profile URL and clean up the symbols after your name.



Make your profile photo public

Simple setting to make sure that your profile picture is shown everywhere with your LinkedIn account.



The image shows a LinkedIn profile page for a user named 'Directo'. The profile banner features the company name 'Directo' and the Estonian text 'Äritarkvara. Uspostavalt võimekas. Uskumatult lihtne.' Below the banner, the profile language is set to 'English'. A red box highlights the 'Public profile & URL' section, which shows the profile URL 'www.linkedin.com/in/mihkel-kyim'. A red arrow points from this box to the 'Edit Visibility' sidebar on the right. In the sidebar, the 'Your profile's public visibility' toggle is turned 'On'. Under the 'Basic (required)' section, the 'Public' option is selected, indicating that the profile is visible to all LinkedIn members on or off the platform.

Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook. [Learn more](#)

Your profile's public visibility On

Basic (required)

- ☒ Name, number of connections, number of followers, and region

Profile Photo

- ☐ Only 1st-degree connections
LinkedIn members directly connected to you.
- ☐ Your network
Your connections, up to three degrees away from you.
- ☐ All LinkedIn members
- ☒ **Public**
All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).

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