

# Sisukord

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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.

### Official profile and background picture

#### Official profile picture

Should be an official, yet friendly portrait picture.

#### Official 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 found [here](#)

## 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

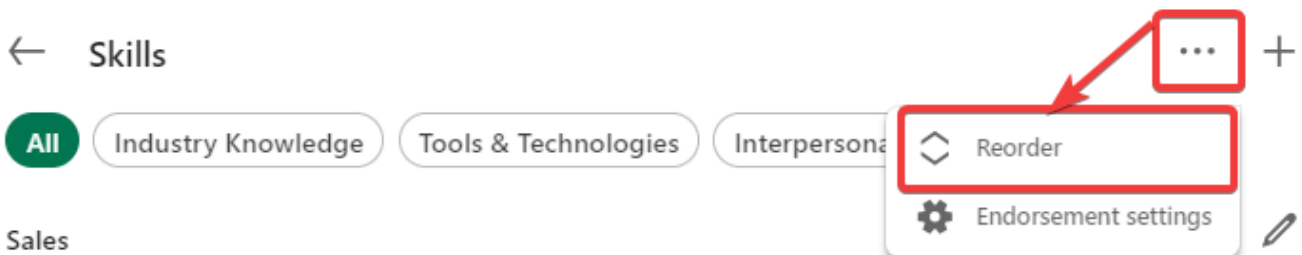
- All relevant job positions, starting from the most recent.
- It's useful to highlight job responsibilities/achievements and add skills!
- You can also add pictures (Picture of your team, you presenting somewhere, some of your achievements)
- Example: „Business Software Consultant“; „Project & Implementation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

### 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.

### 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!



## Endorsements

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

The screenshot shows a LinkedIn 'Skills' page for 'Directo business software'. At the top, there are filter buttons for 'All', 'Industry Knowledge', 'Tools & Technologies', and 'Interpersonal Skills'. Below the filters, the skill name 'Directo business software' is displayed with an 'Endorse' button highlighted by a red box. Underneath, the 'Project Management' section is shown, also with a red box highlighting the endorsement details. These details include: 'Endorsed by Terje Simonov (mutual connection)', 'Endorsed by 3 colleagues at Directo OÜ / Directo business software', '4 endorsements', and a '✓ Endorsed' button.

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