



Setting up a LinkedIn Profile and LinkedIn Learning

UWTSD Digital Skills

Presenter: Jess Hill



www.uwtsd.ac.uk/library



@UWTSDlib



library@uwtsd.ac.uk

Your Digital Skills Advisor



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Book us: bit.ly/UWTSD-DSA-Booking-form



Session Outline



YOUR ONLINE
PRESENCE



SETTING UP A
LINKEDIN PROFILE



LINKEDIN
LEARNING



DIGICENTRE AND
BADGES



Promote a positive online presence

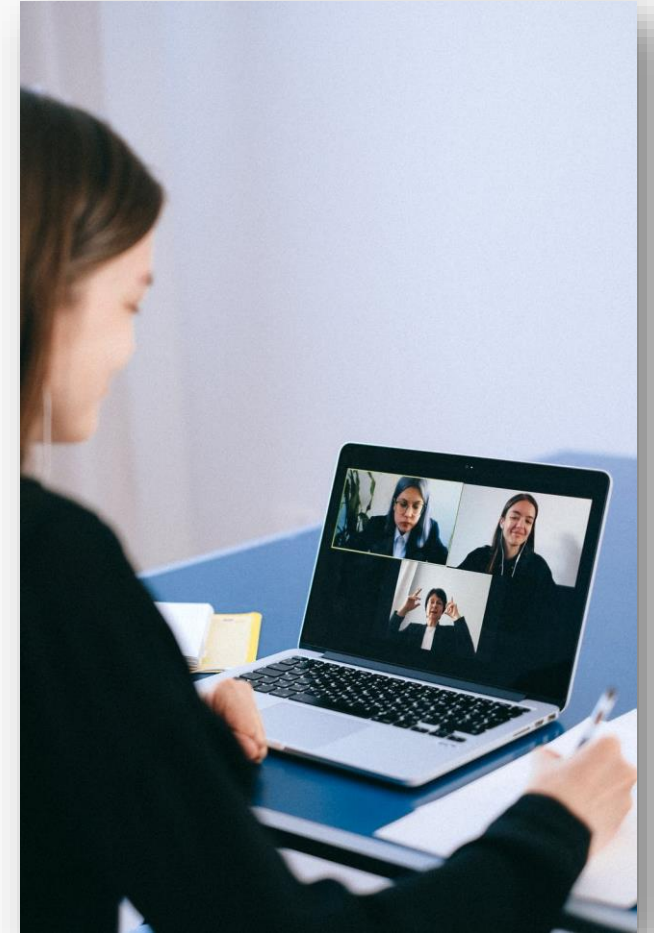
A positive, well curated online presence will boost employability.

Use it to showcase:-

- ☐ Professional qualifications and skills
- ☐ Creativity
- ☐ A professional image
- ☐ A wide-ranging and well-rounded range of interests

Note: LinkedIn can function as a secondary CV

[Business News Daily](#)



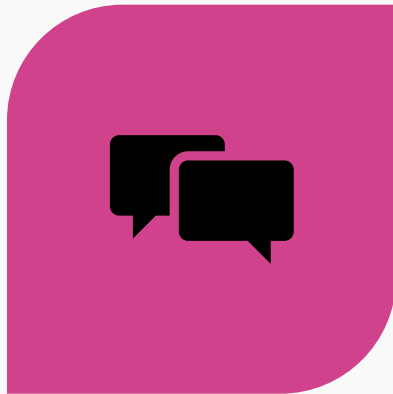
Job hunting

- 78% of employers believe that current employees should maintain a work-appropriate social media profile
- 91% of all employers are currently using social media as part of their hiring process

[\(StandOutCV, 2022\)](#)



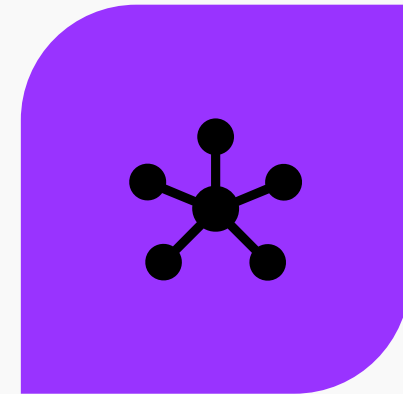
What is LinkedIn?



A SOCIAL MEDIA PLATFORM
FOR PROFESSIONALS



AN ONLINE 3D CV



A HIGH-TECH NETWORKING
PLATFORM

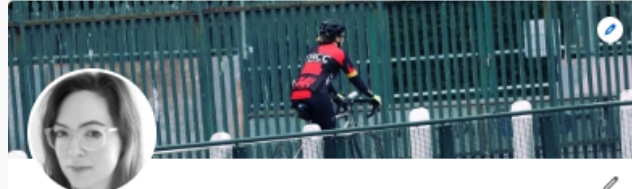
<https://www.linkedin.com/signup>

Your LinkedIn Profile



- Choose an appropriate username and email address.
- Include a professional photo - good option is a black and white image – makes sure that it looks friendly and approachable.
- Your cover photo could be a hobby or interest.
- Get someone to review your profile
- Look at other profiles for inspiration
- Follow leaders in your industry
- Engage in the community – make connections, active engagement and recommendations such as liking and reposting
- Check your privacy settings to ensure you are visible to those wanting to connect.
- Brand advocacy – think about how you can sell yourself to employers positively.





Jessica (Jess) Hill
Digital Skills Advisor

[View profile](#) [Contact info](#)

120 connections

[Open to](#) [Add profile section](#) [More](#)

Analytics

Private to you

21 profile views

Discover who's viewed your profile.

16 post impressions

Check out who's engaging with your posts.

13 search appearances

See how often you appear in search results.

Resources

Private to you

Creator mode [Off](#)

Get discovered, showcase content on your profile, and get access to creator tools

My network

See and manage your connections and interests.

[Show all 5 resources](#)

About

Enrolled to MA level, Jess Hill has proven that she is adaptable and driven when it comes to learning new skills. After completing a PCET teaching qualification, she engaged in the role of Digital Skills tutor for Learning Pembrokeshire supporting adults in gaining confidence to improve and enhance their technological skills. I am now proud to be working for the University of Wales Trinity St David as a Digital Skills Advisor.

Activity

121 followers

[View profile](#) [Contact info](#)

Congratulations Dr Jayne Griffith-Parry so well deserved 🎉

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Experience



Digital Skills Advisor

University of Wales Trinity Saint David · Full time
Jul 2022 · Present · 8 mos
Carmarthen and Swansea



Digital Skills Tutor

Pembrokeshire County Council · Part time
Sep 2021 · Jul 2022 · 11 mos
Pembrokeshire, Wales, United Kingdom



Assessment Operations Administrator

The International Baccalaureate
Apr 2012 · Apr 2014 · 2 yrs 1 mo
Cardiff, United Kingdom

Edit public profile & URL

Add profile in another language

Promoted

Build your brand
Get all the essential tips to build a stronger brand on LinkedIn

Get Pay Right w/ Payscale
A custom demo specific to your organization's size & industry.

Collection Pot
Online Group Collections for Leavers, Retirements, Birthdays and more.

People also viewed



Chloe-Carys Savory · 2nd
Hywel Dda · Healthcare
Apprentice

[Connect](#)



PRP Training · 3rd
Work Based & Vocational Training

[Connect](#)



Liz Jenkins · 3rd+
Experienced Equality, Diversity
and Inclusion Manager · semi ...

[Connect](#)



Tamara Paige Lewis · 1st
BA MSc PCET · Digital HE ·
Academic Developer

[Message](#)



Jamie McBride · 3rd
Product Application Designer at
Trehame Automotive Engineering

[Message](#)

[Show more](#)

People you may know



Nicky Hammond

[Connect](#)



Ella Staden-Coats
Press and Media Officer at
University of Wales Trinity Saint
David

[Connect](#)



Megan Jones
Human Resources Administrator at
University of Wales Trinity Saint
David

[Connect](#)



Laura-Cait Driscoll
Civic Engagement Development
Officer within the Inspire
Department at the University of
Wales Trinity Saint David

[Connect](#)

Assessment Operations Administrator
The International Baccalaureate
Apr 2012 · Apr 2014 · 2 yrs 1 mo
Cardiff, United Kingdom

☐ Coordinate the candidate registration process to ensure that all data is accurate and up to date. This involved resolving status codes to overcome any potential problems with the registration. Invoice ...see more

French Speaking Export Assistant
Bearmach
Jul 2011 · Nov 2011 · 5 mos
Caerphilly

☐ Ensured all orders were actioned, managed and despatched in a timely manner using the company's MRP systems, to meet the time frame agreed with the customers. ...see more

Education



Cardiff University / Prifysgol Caerdydd
MA in European Studies: specialising in Translation, Translation
2007 · 2009
Grade: Pass
Activities and societies: Member of windsurfing club
Development and delivery of presentations on international relations



University of Wales Trinity Saint David
PCET, Teaching
Sep 2020 · Jun 2021
Grade: Distinction



University of Wales, Cardiff
Transfer to Bachelor of Arts (BA) International Business Management (French and German), International Business
2005 · 2006
Grade: 2:1
Activities and societies: Member of trampolining club
Student Alumni representative for Class of 2006.
Completed module in European Law

[Show all 4 education](#)

Licenses & certifications



Learning Module 3.11
LinkedIn
Issued Sep 2022

[Show credential](#)



Teaching English as a Foreign Language Course (120 hours)
The TEFL Academy · Leading EFL Teacher Trainer Provider
Issued Jul 2015

[Show credential](#)

Volunteering



Admin assistant and mentor
Bipolar UK
Apr 2009 · Jul 2011 · 2 yrs 4 mos

It was extremely rewarding to help and guide less fortunate individuals, putting strategies in place to lead a more fulfilling life. Their appreciation meant a lot and was satisfying work.



Marine, Forest research and community development volunteer
Global Vision International
May 2007 · Jun 2007 · 2 mos
Animal Welfare

Stayed 6 weeks in an island off Kenya. Work involved looking after the primates and preserve their welfare in their own habitat. Various survey techniques were used like observing their behaviour in order to l ...see more

Skills

[Demonstrate skills](#)

Microsoft Office

Department at the University of
Wales Trinity Saint David

[Connect](#)



Ivana Curcic
Academic Liaison Librarian /
Llyfrgellydd Cyswllt Academaidd at
University of Wales Trinity Saint
David

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Groups you may be interested in



**South Wales Business
Contacts**
26,983 members

[Join](#)



**CILIP: Library, Information
and Knowledge Professionals**
27,584 members

[Join](#)

[Show more](#)

Promoted



EuroShop 2023: Trade Fair
EuroShop 2023: the world's no. 1 trade
fair for retail industry.



Cold Laser Therapy
Pain Relief & Anti-inflammatory
Equipment for Your Practice. Watch
Videos!



Let's start together.
We've got the resources to help you
succeed with LinkedIn ads.

Who should I connect with?

- Friends
 - Family
 - Fellow students
 - Companies
 - Past/current employers
 - Lecturers
 - Guest lecturers
 - Sports coaches
 - Uni Societies
-
- People you have met at the careers fair etc
 - Alumni
 - Students at Summer School

REMEMBER: Always add a note when connecting!

Add a note

Send without a note

What is LinkedIn Learning?

LinkedIn learning is a part of LinkedIn.

Complete courses to showcase your achievements on your LinkedIn profile. This will look great for prospective jobs.



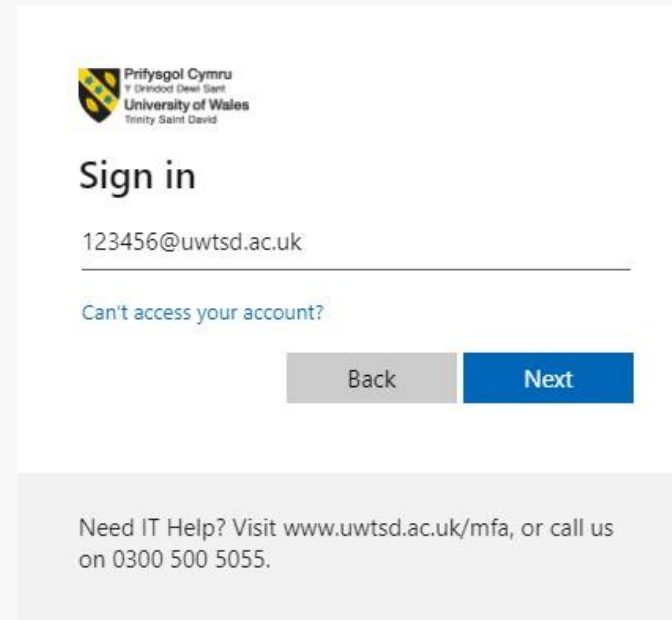
<https://lnkd.in/equPUue>



“

*Username &
password*

- Next you will see this page open. You will be required to put in your login details. It is important that you use this style of login - 123456@student.uwtsd.ac.uk



The screenshot shows the UWTSD Sign in page. At the top left is the university's crest and name in Welsh, English, and French. Below this is the heading 'Sign in'. A text input field contains the email address '123456@uwtsd.ac.uk'. Below the input field is a link that says 'Can't access your account?'. At the bottom of the form are two buttons: 'Back' (grey) and 'Next' (blue). Below the form, in a light grey box, is the text: 'Need IT Help? Visit www.uwtsd.ac.uk/mfa, or call us on 0300 500 5055.'

- Then put in your password

“

Follow these 4 simple steps to get registered

Don't worry about choosing one of the items here. You can do it at another time. Just click the "I'm not sure" button.



Welcome

Learn skills to help you reach your career goal

Tell us what you want to achieve in the next 6-12 months and we'll recommend courses to help you get there. Only you can see your response and you can change it at any time.



Grow and advance in my current career



Transition into a new career



Develop skills to manage teams



Continue

I'm not sure

“

If you have a LinkedIn account, you can connect the 2 accounts together.

(if you don't, no worries you can still connect at a later date)



Connect to your LinkedIn profile

It's the fastest way to get started, and connecting gives you these exclusive benefits and more.

	Unconnected	 Connected account
Access to 15,000+ courses taught by professionals	✓	✓
Interactive learning with exercise files and course quizzes	✓	✓
Personalized recommendations based on your profile		✓
Explore internal jobs within your company		✓
Share learning certificates to your profile		✓



Your organization will only be able to see limited profile information (e.g. name, title, photo). You always can choose what Learning activity to share with your network. [Learn more](#)

Connect LinkedIn profile

Skip for now

“

Here you will be given top skills, or you will have to choose skills from a list.

In this section if you do not see boxes highlighted in Blue, please click on some boxes you find most interesting. (you need to choose a minimum of 1)

Top business topics

Microsoft Excel

Microsoft Power BI

Diversity & Inclusion

Management

Project Management

Leadership

Personal Development

Business Analysis

Entrepreneurship

Customer Service

Human Resources (HR)

Finance

Sales

Marketing

Training and Development (HR)

Accounting

Career Development

Top technology topics

Python (Programming Language)

SQL

Data Science

DevOps

System Administration

Software Development

Cloud Computing

Databases

Web Development

Technical Support

Mobile Application Development

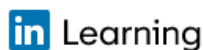
Top creative topics

Select at least one skill to continue

Continue

“

This section you can choose a weekly goal for yourself, otherwise just skip this step.



Set a weekly learning goal

We'll track your progress and remind you to keep learning. You can change your goal at any time.

☐ 15 minutes Start strong

☒ 30 minutes Recommended Keep growing

☐ 60 minutes Increase momentum

☐ 120 minutes Accelerate progress

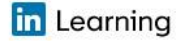
You can change your goal at any time

Set goal

Skip for now

“

You have set up the account, all you have to do now is click on "Discover other courses".



You're ready to get started,

These tailored course recommendations are based on your personal career goal, background, and interests. They're saved in My Library, and you can edit them at any time. Click on a course to begin.

Become an Administrative Specialist



LEARNING PATH
Career Essentials in
Administrative Assistance...



LEARNING PATH
Become an Administrative
Professional



COURSE
Administrative Professional
Foundations
By: Aimee Reese



COURSE
Nano Tips for Creating a
More Effective Relationships
By: Allison Peck



COURSE
How to See
Everything
By: Dorie Clark

Browse My Library

Discover other courses

LinkedIn Learning Certificates

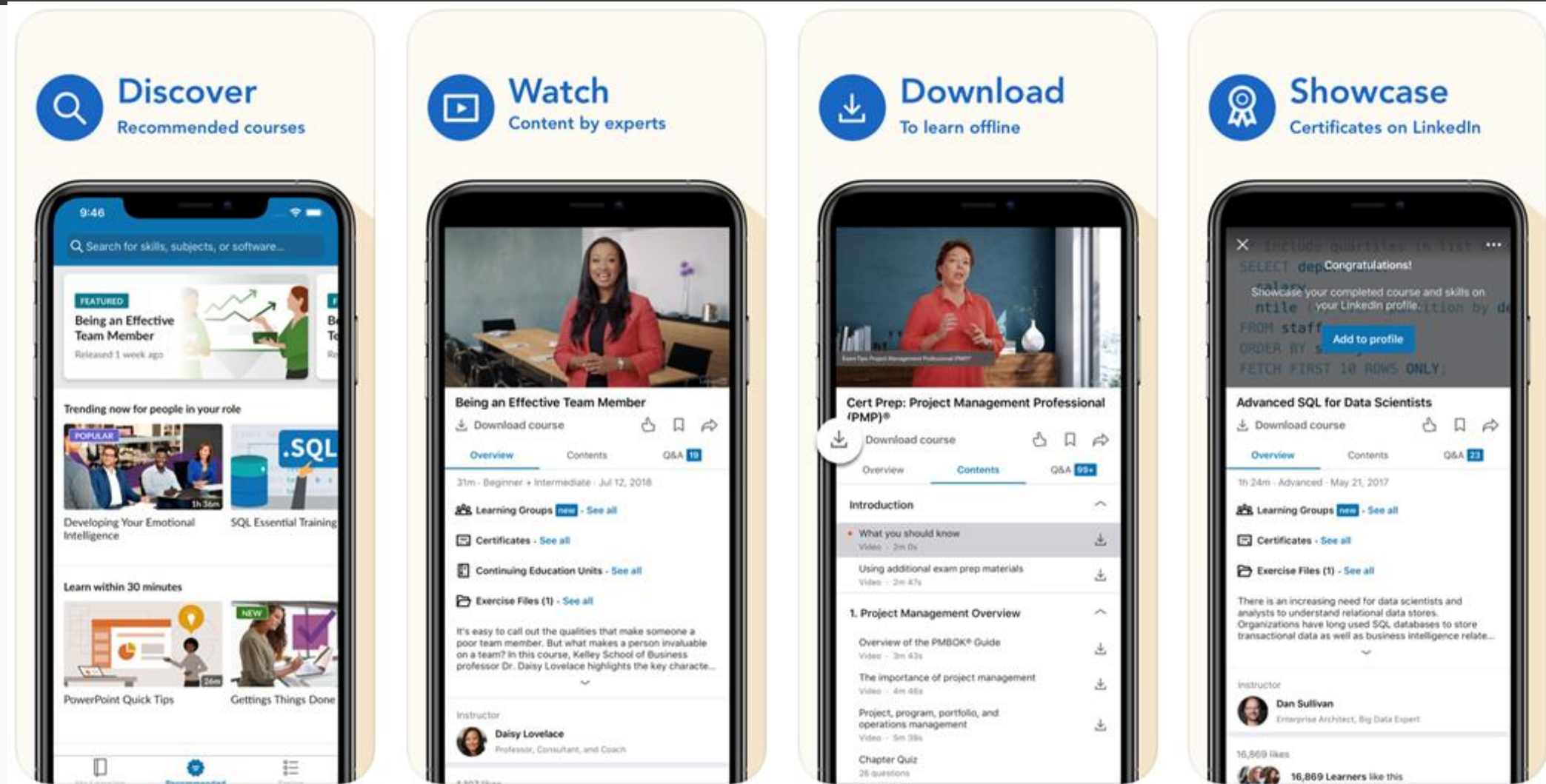
The screenshot shows the LinkedIn Learning interface. At the top, there's a search bar with 'marketing career' entered. Below the search bar are filters for 'English', 'Type', 'Content by', 'Time to Complete', 'Level', and 'All filters'. The results show 1,734 results for 'marketing career', sorted by 'Best Match'. Three results are visible:

- Marketing careers** (VIDEO): 2,336 learners. From the course: Careers in Web Design and Development.
- Get a Job in Marketing** (COURSE): 19,236 learners. Skills: Job Search Strategies, Personal Branding. Beginner.
- The Habits of Successful Marketers** (COURSE): 2,682 learners. Skill: Marketing. Beginner.

Each result has a 'Save' button. A 'Get Help' button is at the bottom right.



The mobile app



Why use LinkedIn Learning?

Did you know?

- Applicants with LinkedIn Learning certificates have a 9% higher chance of getting hired.
- You are 71% more likely to get a job interview with a comprehensive profile.
- A whopping 87% of recruiters find LinkedIn to be the most effective when vetting candidates during the hiring process.
- According to LinkedIn, three people get hired via the professional-networking platform every minute.



DigiCentre



Digital badges



- Gain virtual badges through the DigiCentre

<https://moodle.uwtsd.ac.uk/course/view.php?id=10604>

- Complete four or more resources to gain your digital badge
- Display it on Moodle and LinkedIn to show to future employers



Help is always available

Digital Skills

digitalskills@uwtsd.ac.uk

Library

library@uwtsd.ac.uk

Your Careers Service

- Your University Careers Service is the one place where you can get all the information, advice and personal 1-2-1 guidance you'll need to get the most out of your time at UWTSD.
- We are a team of experienced and professionally qualified University Careers guidance practitioners and we exist to help you understand your career options and develop your Employability.



Further Resources

- [Rock Your LinkedIn Profile Online Class | LinkedIn Learning, formerly Lynda.com](#)
- [New to LinkedIn](#)
- [Do more with LinkedIn](#)
- [How to use LinkedIn Learning.mp4](#)
- [How to login to LinkedIn Learning - English.mp4](#)
- *Further Tips:* [10 Tips to Take Professional LinkedIn Profile Pictures](#)



<https://bit.ly/DigiSkills-Feedback>



Please provide
some feedback





Thank you for listening. Any questions?

UWTSD Digital Skills



www.uwtsd.ac.uk/library



@UWTSDlib



library@uwtsd.ac.uk