

LinkedIn Session

Presenter: Jess Hill





Meet the Digital Skills Team



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





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](#)



- **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

[\(StandOutCV, 2025\)](#)



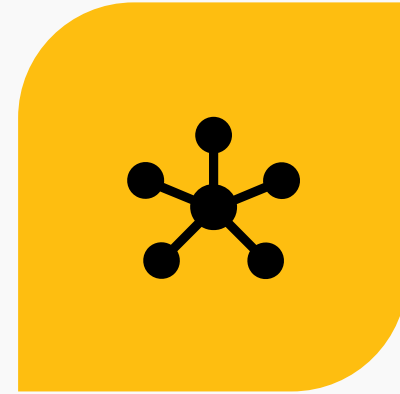
What is LinkedIn?



A SOCIAL MEDIA PLATFORM
FOR PROFESSIONALS



AN ONLINE 3D CV



A HIGH-TECH NETWORKING
PLATFORM

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



- 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.

Messaging Notifications Me ▾

 **Jessica Hill** ✓
Digital Skills Advisor

[View Profile](#)

Account

- [Settings & Privacy](#)
- [Help](#)
- [Language](#)

Manage

- [Posts & Activity](#)
- [Job Posting Account](#)

[Sign Out](#)

LinkedIn

Settings

- [Account preferences](#)
- [Sign in & security](#)
- [Visibility](#)
- [Data privacy](#)
- [Advertising data](#)
- [Notifications](#)

How LinkedIn uses your data

- [Manage your data and activity](#)
- [Get a copy of your data](#)
- [Manage cookie preferences](#) On →
- [Search history](#) →
- [Personal demographic information](#) →
- [Social, economic, and workplace research](#) On →

Who can reach you

- [Invitations to connect](#) →
- [Invitations from your network](#) →
- [Messages](#) →
- [Research invites](#) Off →
- [LinkedIn promotions](#) →

Messaging experience

Writing a summary

- Begin with a hook or personal anecdote to draw readers in.
- Discuss your current role and key skills.
- Mention achievements (use numbers).
- Highlight the value you bring to employers.
- Keep it concise
- Include numbers and data
- Provide a glimpse into your personality and passions.
- End with a call to action — connect with me if you are interested in

- **A concise story of your professional journey so far**
- **What interests you about your industry**
- **Your biggest achievements or learnings**
- **What your career goals are.**



Jessica (Jess) Hill

Digital Skills Advisor

Unlited lang... Contact info

280 connections

Open to Add section Enhance profile Resources

University of Wales Trinity Saint David

Cardiff University / Prifysgol Caerdydd

Suggested for you

Private to you

Enhance your profile with the help of AI
Stand out for almost 2x as many opportunities with a stronger profile.

Retry Premium for £0

1-month free trial. Easy to cancel. We'll remind you 7 days before your trial ends.

Analytics

Private to you

9 profile views
Discover who's viewed your profile.

0 post impressions
Start a post to increase engagement.
Post 7 days

16 search appearances
See how often you appear in search results.

Show all

About

Educated to masters level, I have demonstrated strong adaptability and a proactive approach to developing new skills. Following the completion of a PCET teaching qualification, I progressed into the role of Digital Skills tutor for Learning Pembrokeshire where I supported adults within the community to build confidence and enhance their digital capabilities.

I am now proud to be working for the University of Wales Trinity St David as a Digital Skills Advisor. I support both students and staff to improve their digital skills as well as their self assurance through the delivery of both online and in-person sessions and workshops creating accessible learning materials, and providing one-to-one support tailored to individual needs. As part of The Digital Skills Team, I have contributed to The DigiCentre - a dedicated website designed to support and promote digital skills development.

I am particularly passionate about developing teaching materials and delivering them effectively but also creatively using technological enhanced tools where necessary. I also enjoy problem-solving and helping individuals be the best that they can be digitally!

Top skills
Digital proficiency • Project Management • Coaching • Communication

Activity

314 followers

Jessica Hill commented on a post • 6d

Congratulations Pamian!

Jessica Hill commented on a post • 5mo

Congratulations!

Profile language

English

Public profile & URL

www.linkedin.com/in/jessica-hill-72b19137

Promoted ...

A New Way to Manage Work
focus on what truly matters and achieve shared goals at scale.

Bloomberg for your career
Turn business news and analysis into better decisions at work.

WSJ Get WSJ Only £3/Month
Global Coverage. Local Offer.

Who your viewers also viewed

Private to you

Gwen Couch
1st
Digital Skills Specialist at University of Wales Trinity Saint David

Message

Ffion Cumberbatch
1st
Multi Campus Programme Manager & Senior Lecturer at Swansea Business ...

Message

Samantha Ayres
3rd+
Credit Controller at Recruitment Investment Group

Connect

Chris Jones
2nd
Clinical Asst at University of Wales Trinity Saint David

Connect

Jo R
3rd
Service Designer at ONS

Follow

Show all

People you may know

From your company

Samantha Brinkworth
2nd
User Engagement Specialist

Connect

Cath Gale
2nd

Connect

Daniel Payne
2nd
Lecturer - Bachelor of Art degree in Hospitality & Hotel Management

Connect

Natalie Williams
2nd
Collections Librarian at University of Wales Trinity Saint David

Connect

Dylan Williams-Evans
2nd
Enterprise Champion & Start-up Manager at University of Wales Trinity Saint David

Experience

Digital Skills Advisor
University of Wales Trinity Saint David · Full time
Jul 2022 - Present · 4 yrs 1 mo
Carmarthen and Swansea
Coaching

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

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. Invol... 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... 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

Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinity Saint David
PCET, Teaching
Sep 2020 - Jun 2021
Grade: Distinction

Show all 4 educations

Connected apps

Add the products you use to stand out and get more profile views.

Gamma
IntelliJ IDEA
HubSpot
Replit

Add connected apps

Licenses & certifications (5)

Digital Proficiency and Productivity badge
Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinity Saint David

Show credential

Digital proficiency

ICT_Proficiency_badge (1).png

Who should I connect with?

- Friends
- Family
- Fellow students
- Companies
- Past/current employers
- Lecturers
- Guest lecturers

- Sports coaches
- Uni Societies

REMEMBER: Always add a note when connecting!

- People you have met at the careers fair etc
- Alumni
- Students at Summer School

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>

Why use LinkedIn Learning?

- Applicants with LinkedIn Learning certificates have a 9% higher chance of getting hired. ([LinkedIn Blog](#))
- You are 71% more likely to get a job interview with a comprehensive profile. ([Forbes](#))
- A whopping 87% of recruiters find LinkedIn to be the most effective when vetting candidates during the hiring process. ([jobvite.com](#))
- According to LinkedIn, 7 people get hired via the professional networking platform every minute. ([LinkedIn](#))

- [DigiCentre](#)
- [How students can use AI \(linkedin.com\)](#)
- [Rock Your LinkedIn Profile \(LinkedIn.com\)](#)



“

*Follow these 4
simple steps to
get registered*

Welcome to LinkedIn Learning

Let's better understand your goals so
we can create a plan to help you get
there.

Get started

“

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 in settings)

Connect your LinkedIn profile to personalize your plan

We'll reference your experience to personalize your plan.

 Connect LinkedIn profile

Add experience manually

“

Here you will have to choose skills from a list or start typing your most recent role.

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)

What's your most recent role?

Software Engineer

Software Engineer

Software Engineer

Cyber Security Analyst

Business Analyst

Financial Analyst

Project Manager

Product Manager

Sales Manager

“

This section you can choose your years of experience... at any point you can click the cross to tailor the plan later.

We can tailor your plan based on your level of expertise. How many years of experience do you have in this career path?

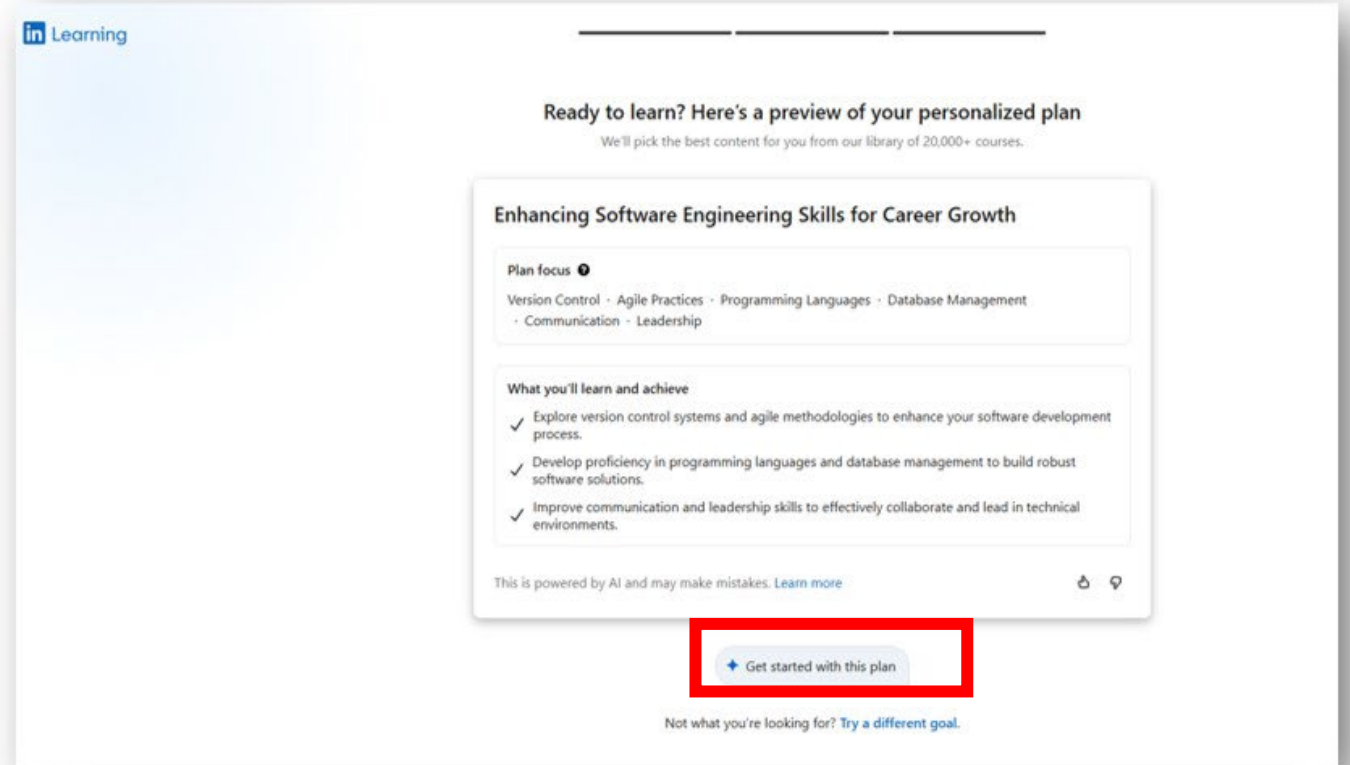
✦ 0-3 years

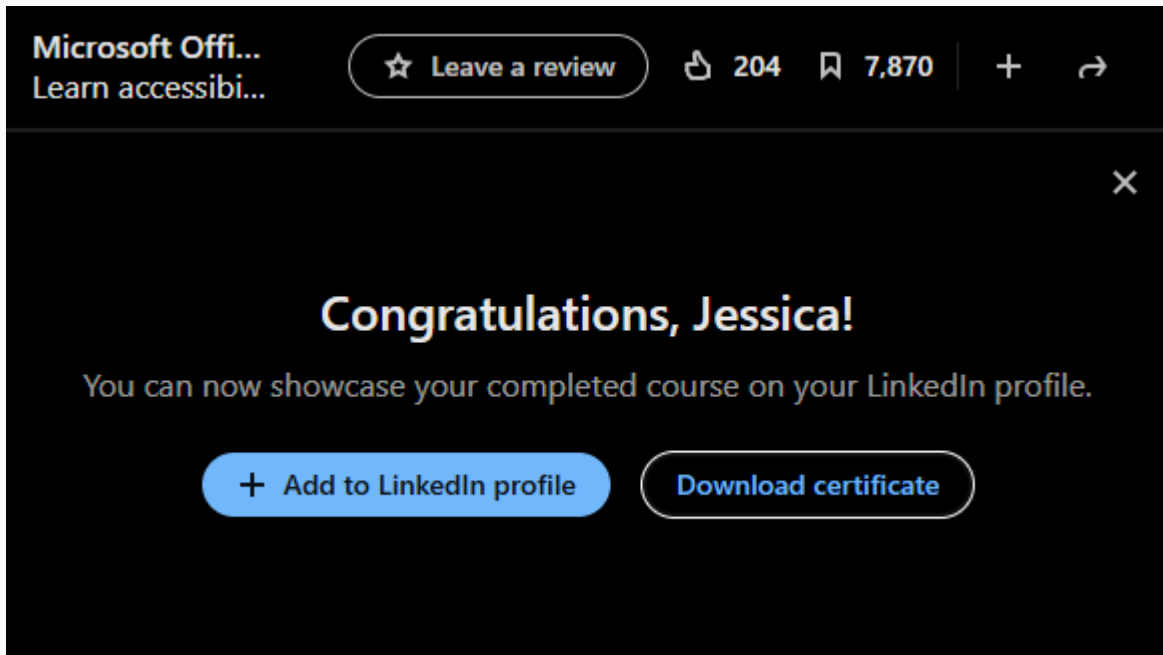
✦ 4-9 years

✦ 10+ years

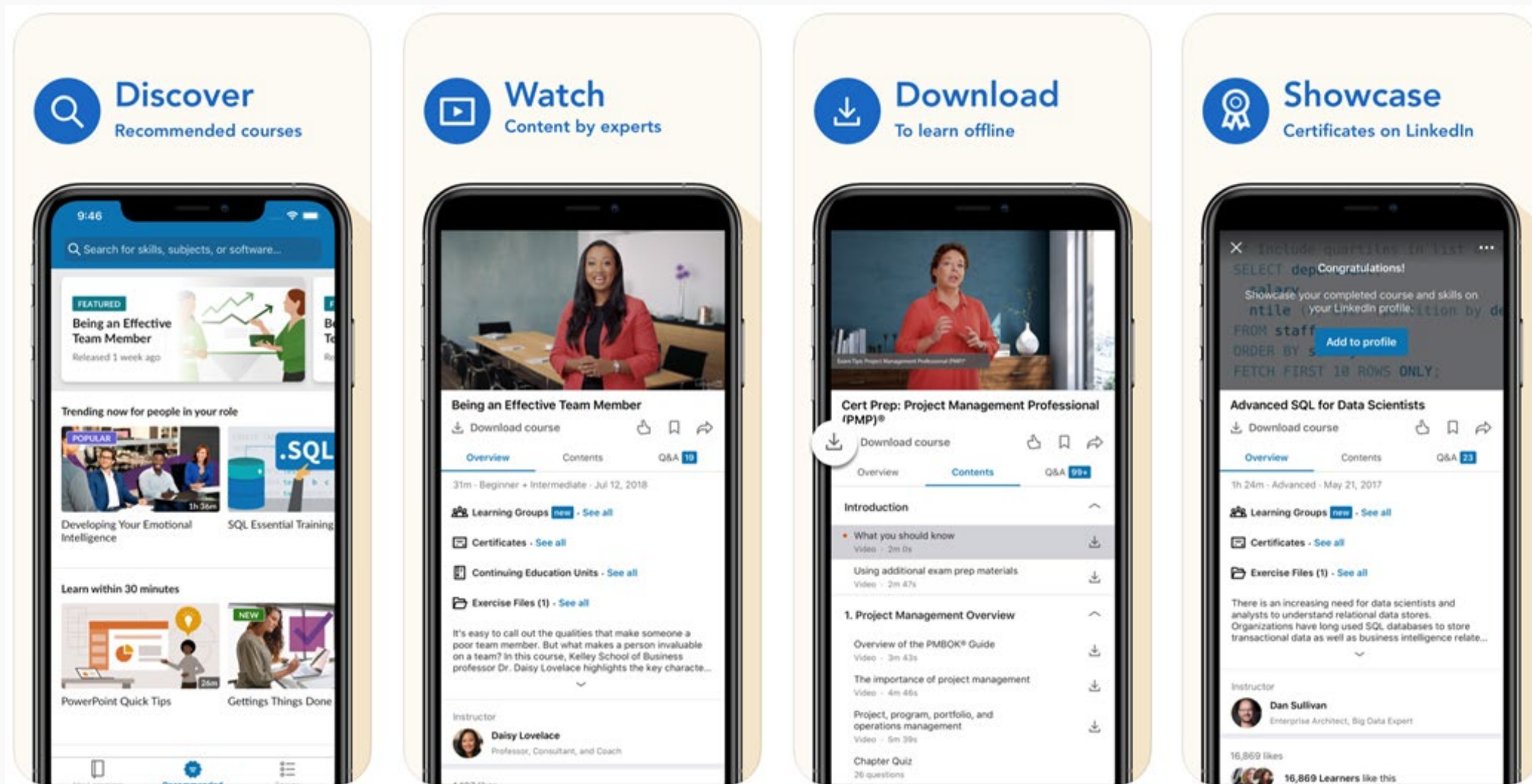
“

You have proceeded with the plan, click on “Get started with the plan”.





The mobile app



DigiCentre

Improve your digital skills

We are committed to helping our staff and students develop the digital skills and confidence they need. This is why we have launched DigiCentre, a one-stop shop for all your digital skills needs.

Here, you will find a collection of tools and resources to help you develop your digital skills. Follow our recommended collection of resources depending on your role, or keep an eye on our Training & Events page.

Further information on our commitment to Digital Skills development, can be found in our [UWTSD Digital Strategy](#).

TRAINING AND EVENTS



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

- [New to LinkedIn](#)
- [Do more with LinkedIn](#)
- [How to upload a Moodle badge to a LinkedIn profile](#)
- [Employability learning path](#)
- *Further Tips:* [10 Tips to Take Professional LinkedIn Profile Pictures](#)

Digital Skills

digitalskills@uwtsd.ac.uk

Library

library@uwtsd.ac.uk

Careers

careers@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.

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



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



Please provide some feedback



 www.digitalskills.uwtsd.ac.uk






 @UWTSDlib



 digitalskills@uwtsd.ac.uk



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University of Wales
Trinity Saint David



Thank you for listening. Any questions?

UWTSD Digital Skills



www.digitalskills.uwtsd.ac.uk



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