

# HOW TO START WITH LINKEDIN?

LinkedIn is a type of social media focusing on professional networking.

## *Why creating a profile on LinkedIn is worthy?*

It opens an opportunity to build a professional network, find a job, produce your own content such as articles, presentation or share invitations to events or just get inspired by content of other users or companies.

## *What to prepare?*

It is useful to have your Resume in advance because your LinkedIn profile is kind of an online version of the Resume. The better your CV is prepared the faster you can fill in all info in the LinkedIn profile. The difference is that LinkedIn offers you to add media such as photos, links to articles or webpages.

## *Photo and headline*

Use a professional photo in case you have some.  
There is also a place for a background photo.  
Pay attention to the headline space.  
What is the first thing others should know about you?

## *About or Summary section*

This is the space to summarize who you are, what you have learnt or done so far. Start with several sentences about yourself. In case you not sure google the term calls Elevator Pitch. Then add several buttons for your experience, your biggest success, skills etc. Finally add a note about why and how people can contact you such as: You can contact me on this email. I am open to projects and internships in this and this area.

## *Need help?*

Career Centre od CTU in Prague is here to help.  
Contact us at [kariera@cvut.cz](mailto:kariera@cvut.cz)