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HANDBOOK LINKEDIN FOR NEET YOUTH



Your gateway to
a professional
future

“Career eMerge: Integrating Digital
Guidance with Career Development”

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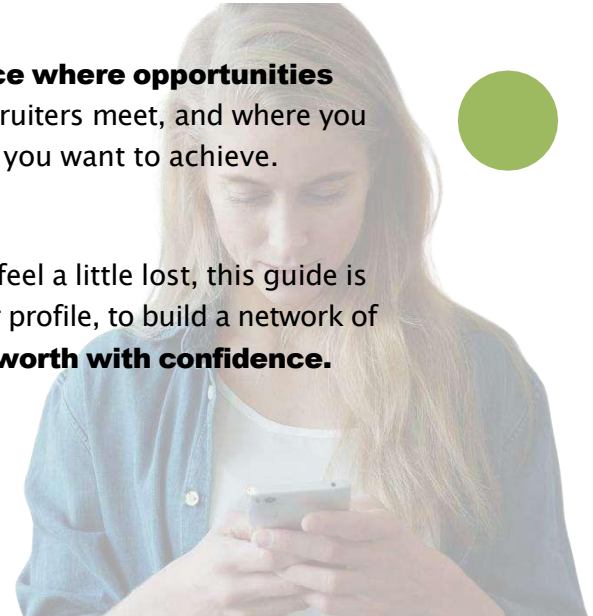
Introduction

Hello!

This manual was created especially for you – a young person looking for their way in the world of work and wanting to learn how to use the...**LinkedIn** as a tool to build your future.

LinkedIn is much more than a social network: it's **a space where opportunities happen** That's where companies, professionals, and recruiters meet, and where you can showcase who you are, what you can do, and what you want to achieve.

If you're just starting out, have never worked before, or feel a little lost, this guide is for you. Here you will learn...**step by step** to create your profile, to build a network of contacts, to look for a job and, above all, to **Show your worth with confidence.**



What is LinkedIn and why is it important?

LinkedIn is a **professional social network** In other words, a place where people connect to work, learn, and grow.

But you don't need to be "someone important" to be there. Many young people create the profile even without experience, and that's precisely what makes it useful: it's the first step towards...**entering the professional world.**

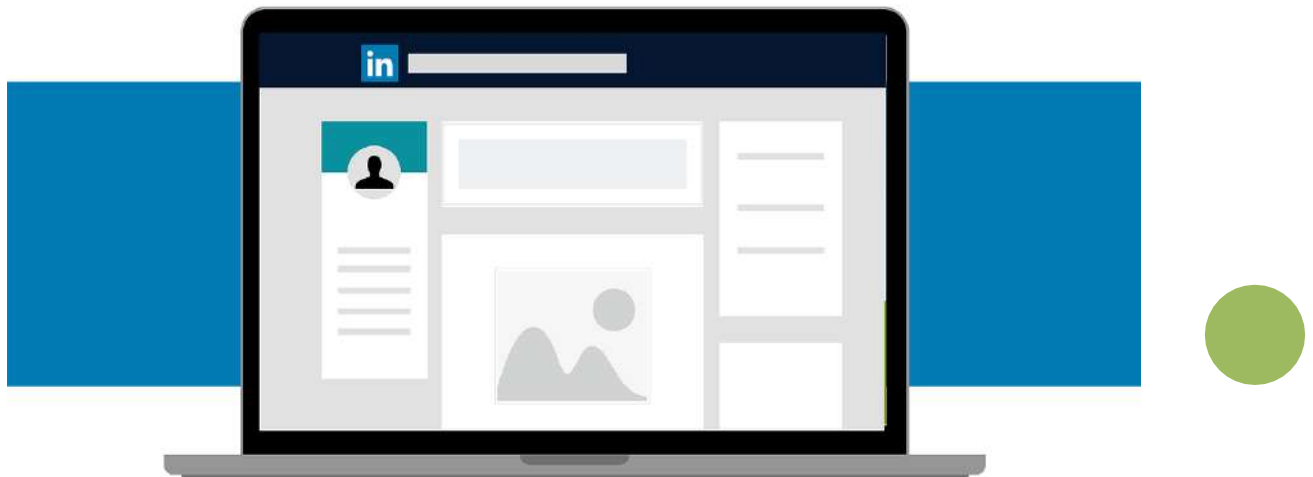
Why it's important:

- Because today **Companies are looking for people online.**
- Why **It's free.** And you can use it on your mobile phone or computer.
- Because it allows you **show your talent** even if you don't have a full resume.
- Because it's a great way to **learning from others**–There are courses, groups, mentors, and inspiration.

Think of LinkedIn as a digital mirror of your professional future.



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Create your profile step by step.

Your profile is yours **digital business card**. Follow this simple guide to build it:

1 Photo–It should be clear, with good lighting and a neutral background. Smile and show confidence.
XAvoid selfies, group photos, or party photos.

2 Full name–Use the name you want employers to see. Example:

Ana Sofia Carvalho, Junior IT Technician.

3 Title (headline)–A short phrase that summarizes what you do or what you are looking for.

Example: *Young professional at the beginning of their career | Interested in digital marketing and social media.*

4 Location and sector–Help companies find you. Example: Lisbon | Administration and Management

5 About–It's your personal summary. It talks about you, your motivations, and your goals.

Simple model:

"I am a creative and curious person, eager to learn and contribute. I am interested in [area] and am looking for an opportunity to develop my skills and begin my professional career."



Show who you are – Title, Photo, and Summary

First impressions count, and on LinkedIn, that impression is yours. **Headline** your **photo** and your **summary**.

Tip: LinkedIn is a reflection of your attitude. It shows that you are active, motivated, and confident.

Practical example

Photo: neutral background, smile, simple but well-groomed clothing.

Title: *Design student | Looking for creative opportunities.*

Summary: *Passionate about creating and learning.*

I enjoy working in a team and I'm looking for a

An internship where I can apply my ideas.

and grow as a professional.



Your story matters – Education, experiences and skills

Even if you think you "don't have experience," you have a lot to show for it! Everything you've learned, participated in, or accomplished counts.

Includes:

- **Education:** schools, courses, vocational training, workshops.
- **Volunteering:** It shows initiative and values.
- **Personal projects:** If you've done something creative, technological, or social—share it!
- **Skills:** What you know how to do — from computer science to communication.

Example:

Education: Professional Sales Technician Course Project: Organizing a Young Entrepreneurs Fair Skills: Customer service | Time management | Teamwork

What matters is not the position, but what you learned from each experience.





Build your network

On LinkedIn, connections are your...**map of opportunities.**

Start with people you know: colleagues, teachers, trainers, family, and friends. Then, add more people. **professionals in your field of interest.**

✓How to do it:

- Use the magnifying glass. and search by area or profession.
- Click on "Connect" and add a **short message**:

"Hello, [name]. I'm starting my professional career in [field]. I'd like to learn more about your work."



Avoid Sending mass invitations without a message doesn't create a real connection.

Make yourself noticed – What to post and share

On LinkedIn, you're the author of your own story. Share what inspires you, what you learn, and what's new.

Publication ideas:

- Something you learned in a course or training program.
- A challenge that you overcame.
- An interesting article about your field.
- A thank you to someone who inspired you.



Example:

"Today I finished an Excel course and learned how to create automated reports. Small steps towards big changes!" #learning #newskills

Avoid:

- Political discussions, personal criticisms, excessive informal language.



Job search on LinkedIn

LinkedIn has a tab called **Jobs** where you can find opportunities that suit you.

How to use:

1. Click on “Jobs” in the top menu.
2. Write the type of job or sector you are looking for.
3. Filter by location, contract type, or company.
4. Save the offers you like and activate automatic alerts.

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Tip: Even if you don't find something today, stay active. LinkedIn shows more opportunities to those who participate and interact.



Messages and contacts

Learning how to communicate is part of success. Messages on LinkedIn should be short, friendly, and to the point.

Useful examples

- **To request a call:** “Hi [name], I'm starting my career in [field] and I'd love to learn more about your career path.
- **To express our gratitude:** “Thank you for accepting my invitation. I admire your work in [area] and I look forward to following your publications.
- **To ask for a tip:** “I see you work at [company]. What advice would you give to someone who wants to enter this field?”



Take care of your digital image

Everything you post online builds your identity.

digital reputation LinkedIn is your "business card" – but remember that recruiters can search for your name on other networks as well.

✔He does:

- Review what you have publicly available on Facebook, Instagram, and TikTok.
- Use the same professional photo across all social media platforms.
- Maintain a respectful and positive tone.

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Avoid:

- Compromising photos, offensive jokes, public arguments.

Your digital image should say: **"I am someone you can trust."**



Practical exercises and challenges

Exercise 1 – Create your headline

Write a short sentence about yourself: "I am _____ with an interest in _____ and a desire to _____."

Exercise 2 – Your 5 skills

List 5 things you know how to do well — they can be technical or personal.

Exercise 3 – Write your summary "About me"

"I am a _____ person, I like _____ and I am looking for an opportunity to _____."

Exercise 4 – Message Simulation

Imagine you're going to send a message to a recruiter. Write: "Hi [name], I saw the job posting at [company]. I'd like to know more about the profile you're looking for."



Exercise 5 – LinkedIn Action Plan

Define:

- 3 people you want to add
- 1 post you will make this week
- 1 course or topic you want to explore

2. Glossary

Networking: Building purposeful professional relationships.

Headline: The title that appears on your profile, right below your name.

Endorsement: Recognition that other people give to your skills.

Digital badge: A certificate that demonstrates an online achievement.

Mentor: Someone who guides or advises you on your journey.

Final message

LinkedIn is not just a tool – it's **A mirror of your professional future**. Even if you're just starting out, the first step is...**To show who you are and what you want to learn.**

Remember: nobody is born ready. But those who start with attitude and courage go further.

“Don't wait until you're ready
to start — start, and you'll
get ready along the way.”

