



FERRERO
CAREER
BITES

LEVERAGING ON LINKEDIN

LinkedIn from a Recruiters perspective

1. We use **filters**, including location, job title, languages, and skills (among many others).
2. We **manage** recruitment **campaigns**, post job **opportunities**, and analyze **reports**.
3. We can also reach out to candidates via **direct message**.

Did you know...? LinkedIn helps you automatically sort candidates by recommended match to search criteria. This is why it is important to have your LinkedIn updated, it makes you more visible in search results.

Key elements that should **always** be in your LinkedIn profile:

PROFILE PICTURE

HEADLINE

ABOUT SECTION

EXPERIENCE &
EDUCATION

LANGUAGES

SKILLS

How to **optimize** your **LinkedIn** Profile

- Have your **location** updated.
- Include a **profile** picture, this multiplies your visibility by 14 times.
- Include **keywords** in the **headline** and **about** section.
- **Connect** with more experienced professionals.
- List your **Skills** and **Languages**.
- Remember to **create** and **share** content, while also **engaging** with others.

FERRERO CAREER BITES

LIVE ●

Have you watched all the Career Bites? **Join us** in our **next Live event** and get answers to all your career-related questions with our Ferrero Professionals.

See you soon!