F.IT **Frauen in IT**

Guide for an appealing online presence

Create your LinkedIn profile!

Profile picture:
- Choose a photo that you feel comfortable with.
- The picture does not have to be one that was taken in a photo studio. The background should still be calm and the lighting balanced.
- You should not choose a selfie. The picture should also not be a snapshot with friends.

Summary/Infotext:
- Be sure to write a brief but meaningful summary about yourself.
- Emphasize your professional goals and personal skills. You can also express any wishes you have for future employment.

Work experience, education and certificates:
- List all of your career stages, starting with the most recent.
- Describe your duties, responsibilities and professional achievements. Use specific examples of projects to highlight your skills. Skills that are not IT–related are also relevant.
- Also list your academic education and important certifications. You should not upload original files here.
- Add important projects or articles you have worked on as well. By linking to them, profile visitors can get more information about them if they are interested.

Knowledge and skills:
- Add relevant skills that reflect your competencies. These can be soft skills, but also experience with a specific software or programming language.
- You don't have to be brief. Dare to list all your skills here.
- If you feel comfortable with it, you can ask (former) colleagues and supervisors to confirm your skills and make recommendations.

Interests:
- By joining groups, you can highlight specific areas of interest in your profile and also keep up to date with current topics.
- If you feel like it, comment and interact in groups and under posts to increase your visibility.
- Follow companies that you can think of as potential employers. This way, you'll stay up to date on what's going on at the company and potential vacancies, and you'll show your interest.

By continually updating your LinkedIn profile, you can build a professional and engaging online presence. This can help you identify professional opportunities and build valuable relationships. Don't forget to connect with former work colleagues, as well as old classmates and friends, on LinkedIn.