

LinkedIn

A&Til®

Agenda

For you to:

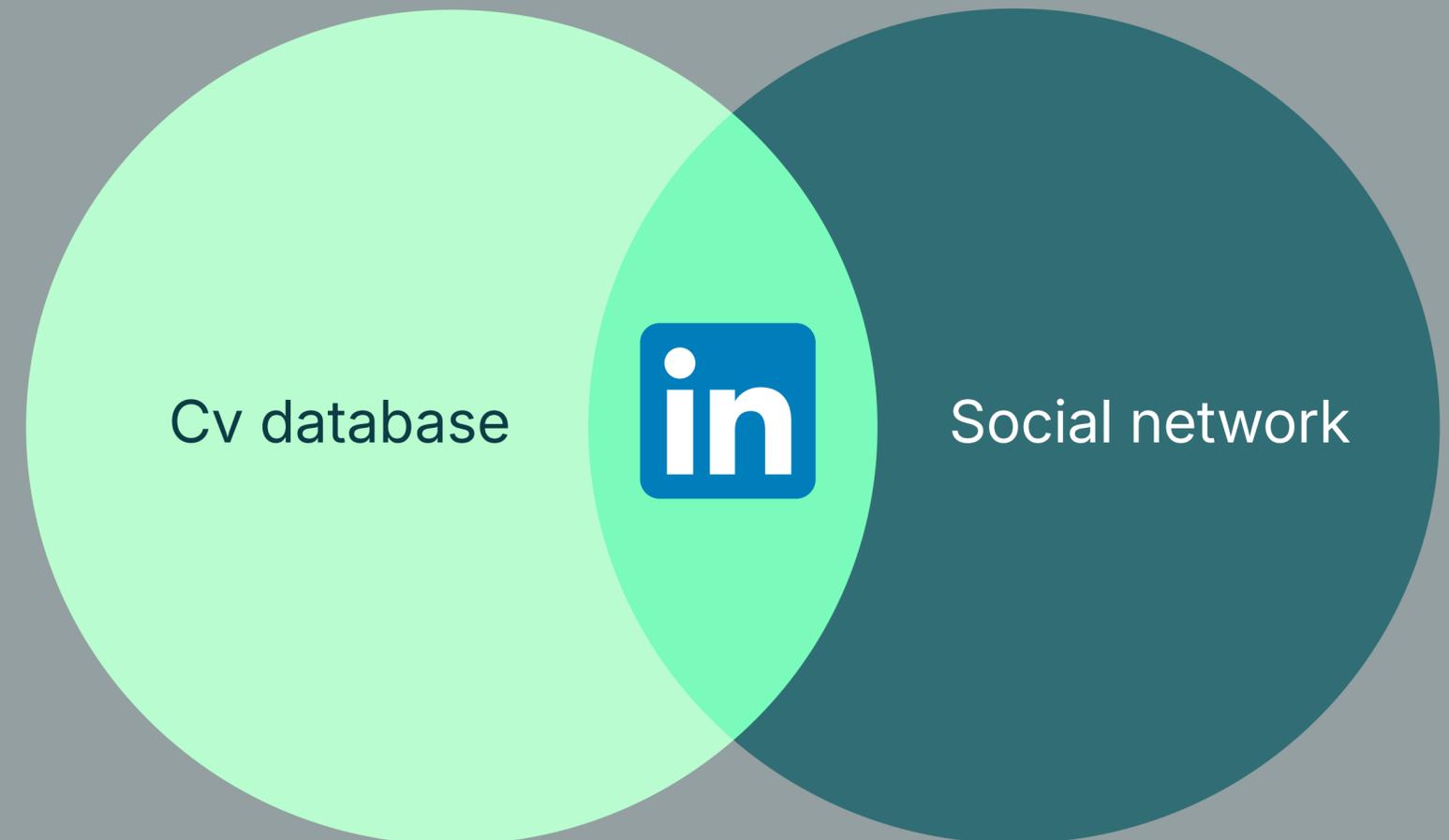
- Know what LinkedIn is
- Know how companies use LinkedIn in recruitment
- Be able to optimise your profile
- Be able to select your network strategy
- Know how to boost your visibility

The professional alternative to facebook

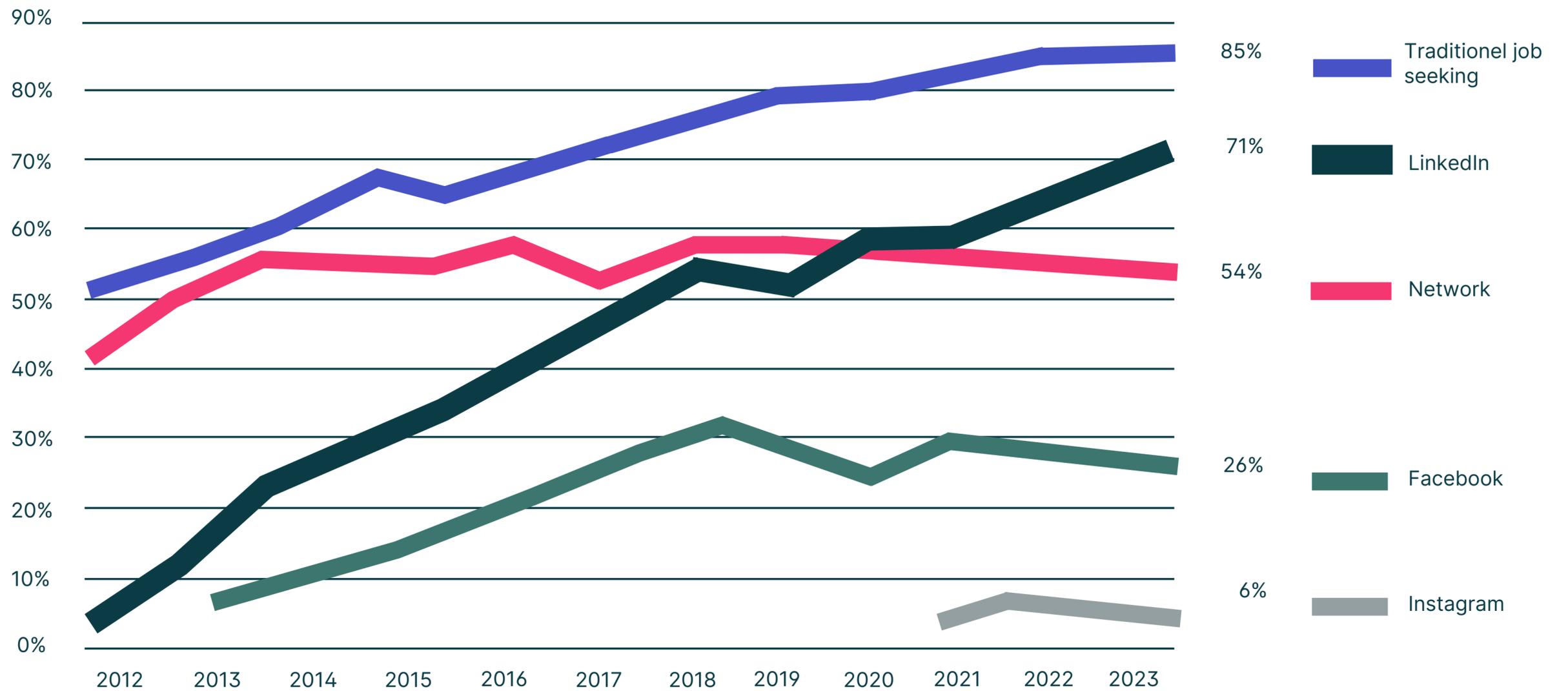
Facts

3.7 million Danes and 1 billion users worldwide + 67 million companies have a profile on LinkedIn.

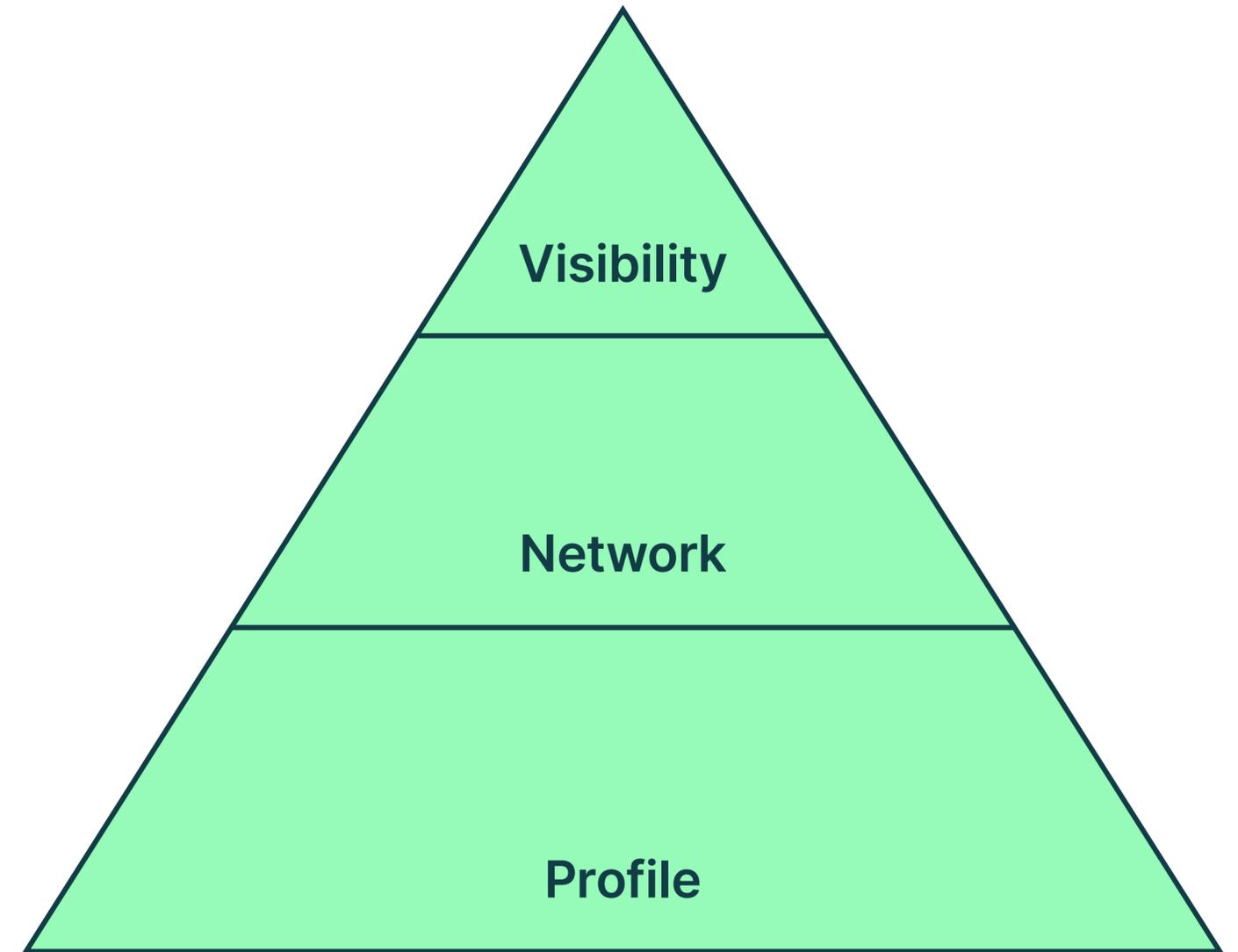
Source: socialsellingcompany.dk/alt-om-linkedin-historie-statistik and Ballisager Recruitment Analysis 2025



LinkedIn in recruitment

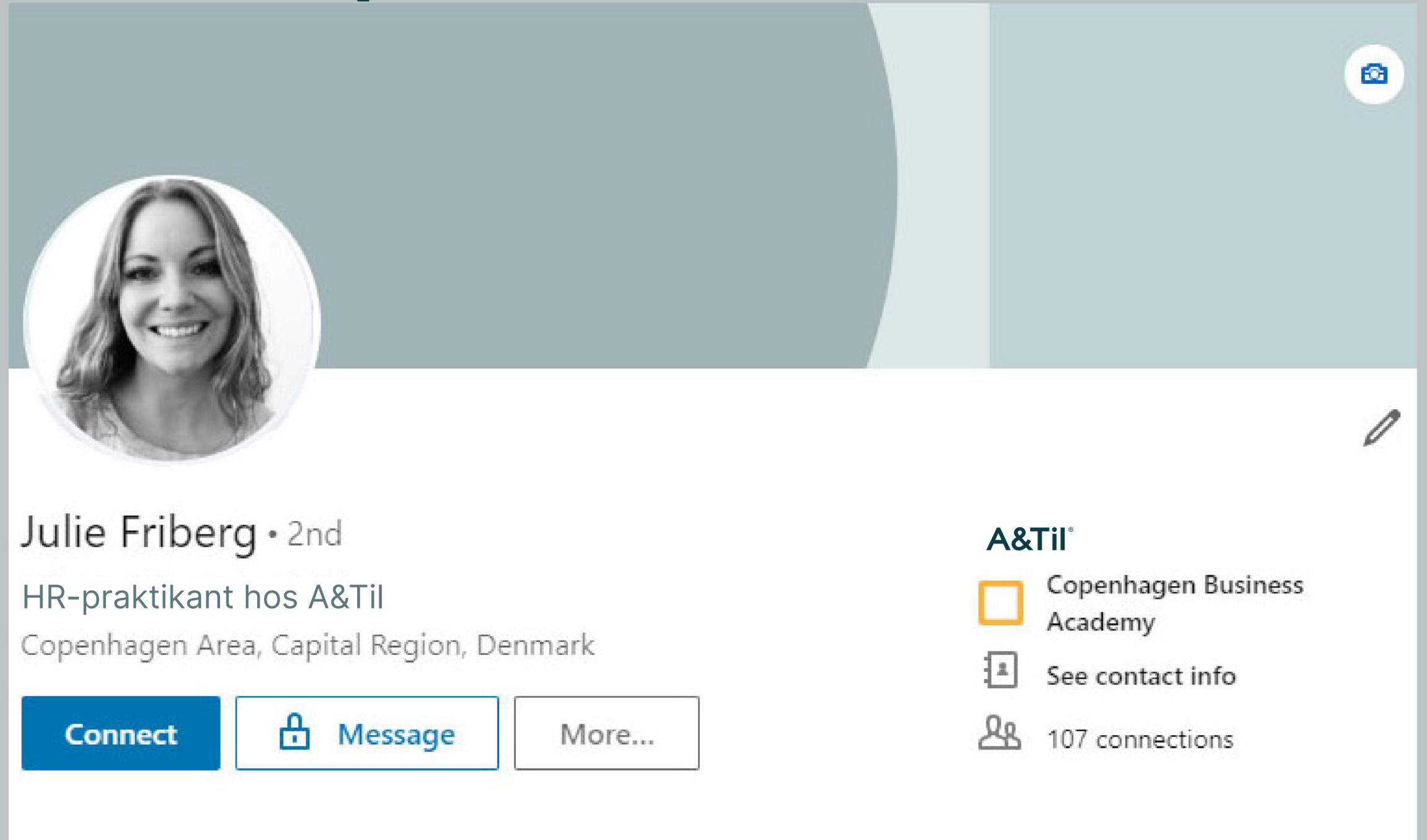


Triangle model





Background pictures



A screenshot of a LinkedIn profile card for Julie Friberg. The card features a circular profile picture of a smiling woman with long brown hair. To the right of the profile picture is a camera icon for uploading a new picture. Below the profile picture, the name 'Julie Friberg' is displayed with '2nd' next to it. Underneath the name, her current position 'HR-praktikant hos A&Til' and location 'Copenhagen Area, Capital Region, Denmark' are listed. At the bottom of the profile section are three buttons: 'Connect' (a solid blue button), 'Message' (a button with a lock icon), and 'More...' (a button with a three-dot icon). To the right of the profile information, the company 'A&Til' is listed with an orange square icon. Below the company name are three items: 'Copenhagen Business Academy' with an orange square icon, 'See contact info' with a contact card icon, and '107 connections' with a group of people icon. A pencil icon for editing the profile is visible in the top right corner of the profile card.

Julie Friberg • 2nd

HR-praktikant hos A&Til
Copenhagen Area, Capital Region, Denmark

[Connect](#) [Message](#) [More...](#)

A&Til

-  Copenhagen Business Academy
-  See contact info
-  107 connections



Julie Friberg • 1.

HR | Rekruttering | Trivsel | Jura | Er emner der driver mig i mit studie i International Hospitality Management.

Region Hovedstaden, Danmark

Send meddelelse

Mere ...

A&Til



Copenhagen Business Academy



Se kontaktoplysninger



Se forbindelser (109)

What does it take to make a good headline?

- Title + competencies
- Title + value

Finance student | Financial management | Customer service | Sales | Needs assessment | Follow-up

Service economist who puts the customer first, with a constant focus on creating great experiences

Construction engineer providing innovative solutions in sustainable construction, contributing valuable expertise ensuring optimal project development and execution

Get more help from A&Til

- Join us today. Free of charge for students
- Call us at 7013 1312



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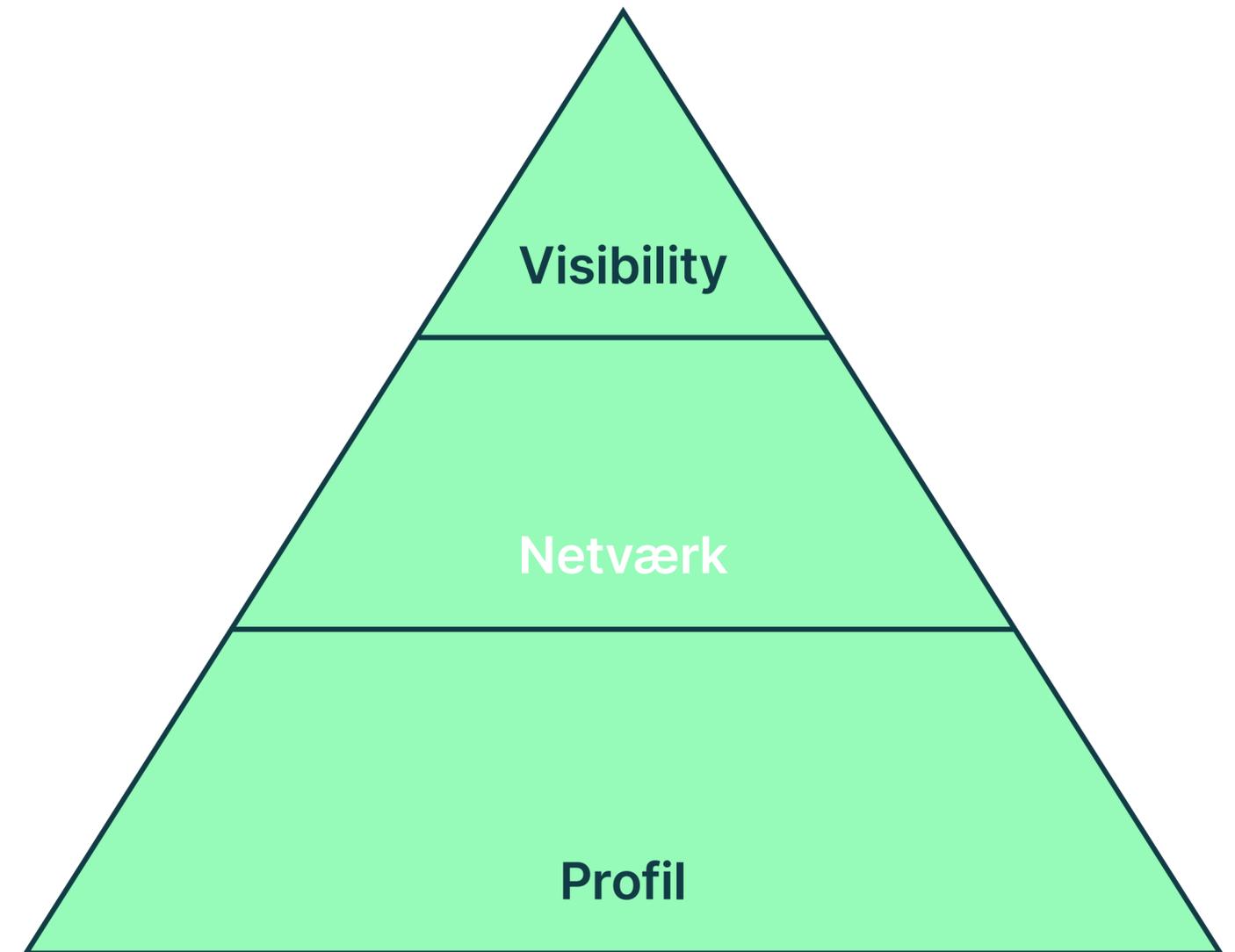
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Construction

- Résumé
- Career
- Education & training
- Competencies
- Interests

Triangle model

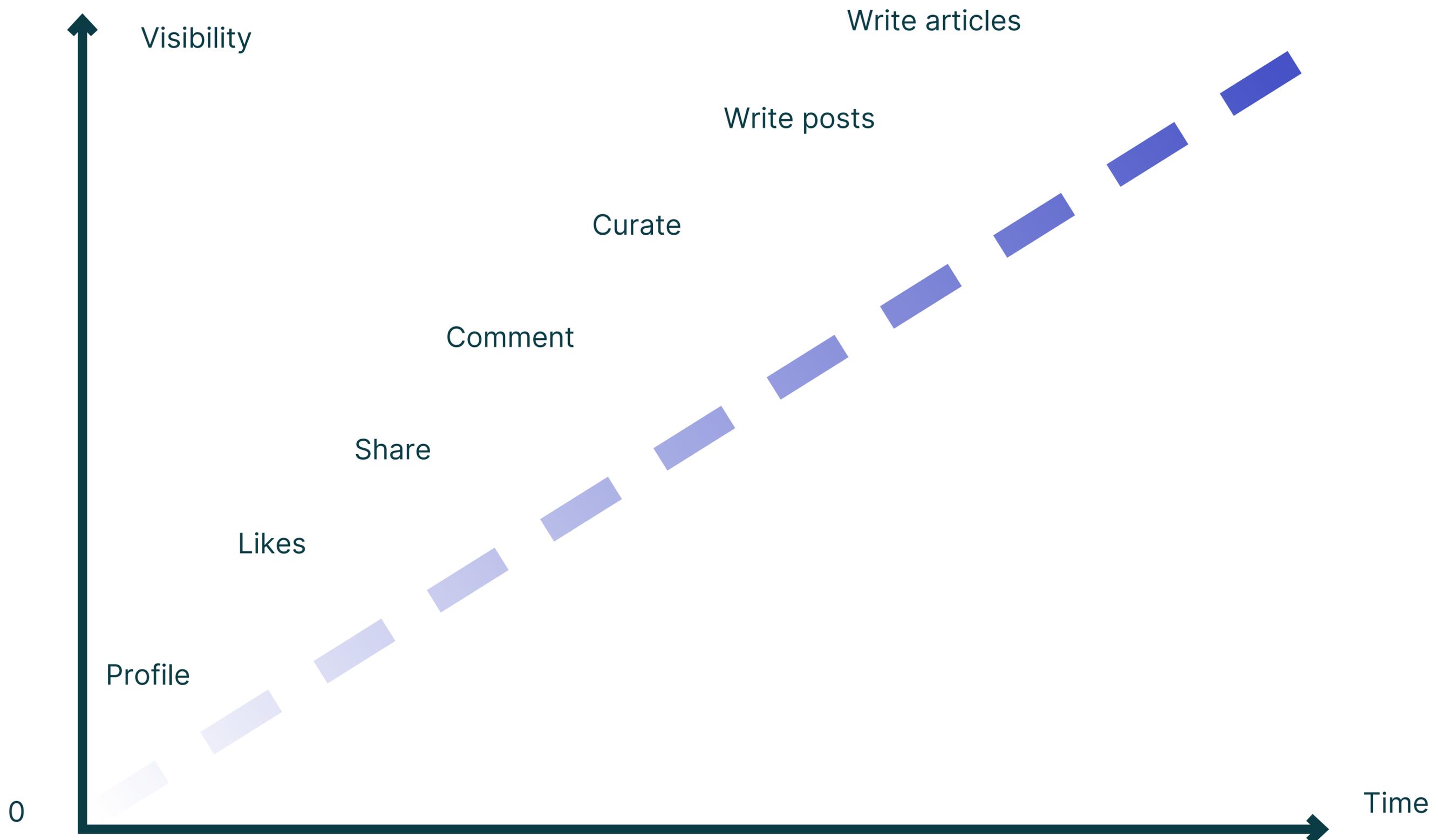


Exercise

- Find relevant people in your industry to connect with
- Find companies to follow
- Don't forget personal invitations!

Input for strategy:

- People who have a job that you would like to have
- HR staff in a company where you would like to work
- Companies in the sector



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Join today

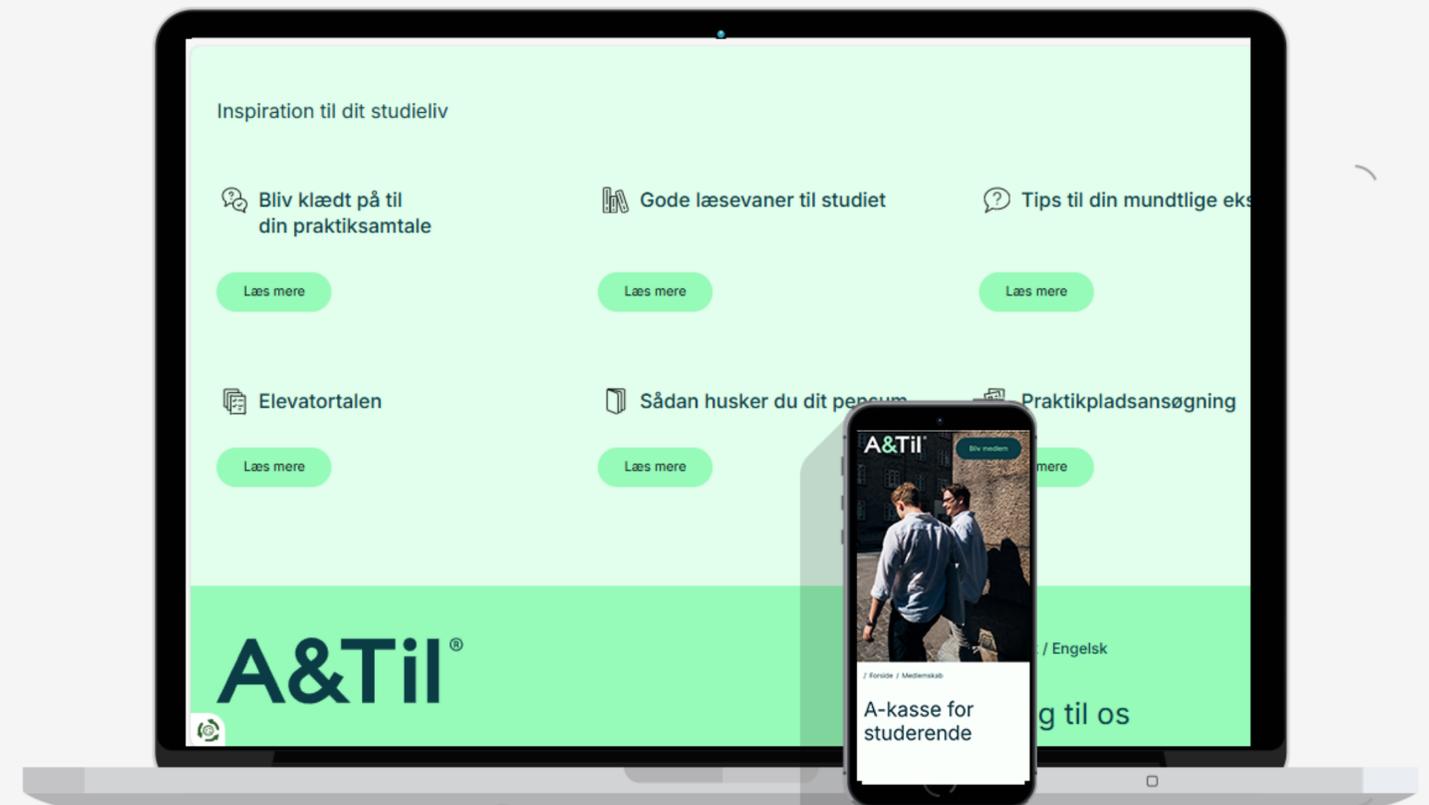
- Free membership
- The right to DKK 15,759 kr. the first three months
- Non-binding for students



Scan this
QR-code to
become a
member



aogtil.dk



Thank you for your attention

- +45 7013 1312
- www.aogtil.dk

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