

## **Build Personal Labour Acting in Net**

### **Leonardo da Vinci – LLP**

504648-LLP-1-2009-1-IT-LEONARDO-LPM

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# **SOCIAL NETWORK ON LINKEDIN - Report**



*This project has been funded with support from the European Commission.  
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## **B-Plan has a group on LinkedIn since June 2011, in Italian and English.**

The choice to use LinkedIn, instead of the most known Facebook, was decided by the partnership during the meeting in Istanbul, December 2010. The motivation was that Facebook is more used for private life and some members did not want to mix the two aspects.

Although we started to discuss about the on-line tools in a very early stage of the project life, we have to admit that social networks are not our “most comfortable” working environments.

As a matter of fact, only 8 are the members of ***B-Plan Project Group***, and only two of them are not partners’ staff.

This is surely the weakest result of the consortium, and the causes must be searched in:

- Overall resistance in using other communication tools or working environments: e-mails are still the most appreciated;
- We need specific training on how to exploit these new media, which are not currently used by most of partners’ staff or practitioners;
- To animate and increase a discussion group all partners should be engaged, involving their networks too;
- Although discussion groups can use the working language (English), they are more effective if developed in each national language.

Maybe, this exploitation tool will give more feedback after the project end. Promoting the final results of B-Plan also on LinkedIn Group, we can reach the interest of more final beneficiaries.

### **Partner responsible for the Social Network:**

Speha Fresia – Rome (IT)

## The first page of our Group:

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In allegato, il manuale in italiano del modello di orientamento alla scelta imprenditoriale realizzato con il progetto. Nell'archivio WP4...

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## B-PLAN SOCIAL NETWORK

### What is LinkedIn?

LinkedIn is the world's largest professional network with over 100 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

### New User Starter Guide

Get the most out of LinkedIn by starting with these three easy steps:

- 1. Own a profile that truly represents you**
  - List your current and past positions & education along with your tenure there. This helps the right people and opportunities find you.
  - Add a profile photo— people never forget a face!
  - Add a summary paragraph. Think of it as your professional elevator pitch.
- 2. Ensure your connections represent your “real-world” network**
  - Use web mail import to see, in seconds, all the people you know who are already on LinkedIn. You can then select who you wish to invite to join your trusted network.
  - Upload a contacts file from Outlook, Palm, ACT!, or Mac Address
  - View our list of your colleagues and classmates that are already on LinkedIn.
- 3. Leverage the power of your LinkedIn network!** With a profile and connections that truly represents you and your “real-world” network, you're all set to get the most out of LinkedIn.
  - Post a question on Answers and tap into the experts you're connected to and the entire LinkedIn network. With a professional community of over 100 million, this is the perfect place for those tough questions.
  - Look up someone's profile before you meet with them. Learn their background and see who you know in common to get off to a fast start.
  - Search for Service Providers and select based on trusted recommendations from people in your network. Anonymous web searches to find providers are a thing of the past.