



# BEGINNER'S GUIDE TO LINKEDIN

Learn how to create a strong profile, understand the basics and start using LinkedIn with confidence even if you're completely new to the platform.



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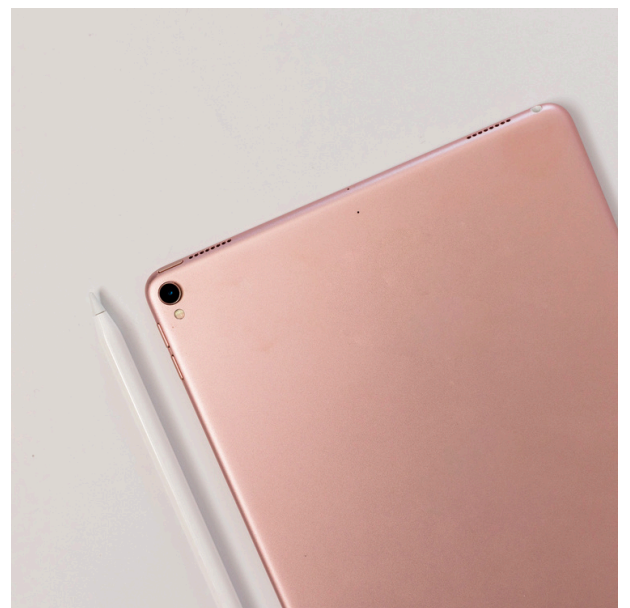
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# Welcome!

If you've ever looked at LinkedIn and felt confused or insecure, this guide is for you.

LinkedIn can be pretty confusing if you're new to it- actually ANY social platform can. But the thing about LinkedIn is it's a social platform which might make you wonder what exactly to post.

Selfies at your desk? Updates on that confidential work project? (Please DO NOT do that).

That's where I come in. No one really teaches you how to use social media professionally, so this is my attempt to make LinkedIn feel a little less intimidating.



# 1

## WHAT IS LINKEDIN

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LinkedIn is a professional social platform used to find jobs, stay connected with your professional network and keep up with what's happening in your industry.

It's where people go to build their careers beyond just their current role — whether that means job hunting, making industry connections or learning from others in the same field.

At first, it can feel like it's just an online CV. But once you actually start using it, you realize it's also a space to share ideas, grow your personal brand and open doors to opportunities you might not have expected.



“LinkedIn is where people go to build their careers beyond just their current role whether that means job hunting, making industry connections or learning from others in the same field.”

# LINKEDIN CONTENT IDEAS

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One of the hardest parts of LinkedIn is figuring out what to post. The good news? You do not need to become a corporate influencer overnight. Here are 12 beginner-friendly LinkedIn content ideas to help you start posting with less stress.

1

## ALL ABOUT YOU

Write a short summary about who you are, what you're passionate about and what work you do/what work you're looking for. Be sure to pin this to the featured section of your profile so anyone who visits your profile can see it.

2

## A MISTAKE YOU MADE AND WHAT YOU LEARNT FROM IT

People connect with honesty and growth. Sharing a mistake you made- and what you learnt from it- can make your content more relatable, human and valuable to others navigating similar situations.

3

## SKILLS YOU USE DAILY

Show your experience and help others understand what you actually bring to the table.

4

## SOMETHING YOU USED TO BELIEVE THAT CHANGED

Sharing something you used to believe that has changed is a powerful way to show growth and self-awareness. It helps people understand how your thinking has evolved over time and makes your content more relatable and human.

# LINKEDIN CONTENT IDEAS

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## A BOOK THAT CHANGED HOW YOU THINK

Sharing a book that changed how you think is a simple way to connect with others, spark conversation and show what has influenced your perspective.

6

## CAREER ADVICE YOU IGNORED AND ARE GLAD YOU DID

This is a great way to reflect on your growth and what you've learned along the way.

7

## THE CAREER ADVICE YOU LISTENED TO AND HOW IT IMPACTED YOU

Some of the best growth comes from advice you chose to follow. Sharing what you listened to and how it shaped your career can offer useful insight for others on a similar path.

8

## WHAT YOU'RE LEARNING OUTSIDE OF YOUR JOB ROLE

Growth does not stop at your job title. Sharing what you are learning outside of your role shows curiosity, ambition and the direction you are growing in, beyond your day-to-day work.

# LINKEDIN CONTENT IDEAS

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## SHARE A COMMON MISCONCEPTION ABOUT YOUR JOB ROLE OR YOUR FIELD

Sharing a common misunderstanding about your role or industry helps people see what the work actually involves and clears up assumptions in a simple, relatable way.

10

## WHAT EXPERIENCE SHAPED YOUR CAREER PATH

Most career paths are shaped by a few key experiences that change how you think about work and direction. Sharing what influenced your journey helps others understand the turning points that led you to where you are today.

11

## WHAT CHALLENGE MADE YOU BETTER AT YOUR ROLE

Challenges often become the moments that sharpen your skills the most. Sharing a challenge that helped you grow in your role shows resilience, learning and how setbacks can turn into real professional development. It also makes for a great story.

12

## A LESSON YOU LEARNT FROM A BOOK OR TV SHOW

Sometimes the best lessons come from unexpected places like a book or TV show. Sharing a takeaway that shifted your thinking is a simple way to connect ideas from storytelling to real-life growth.

# HAVE YOU FILLED OUT THESE SECTIONS OF YOUR PROFILE YET?

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Have you filled out all the key sections of your profile yet? A strong LinkedIn presence starts with the basics, so make sure your profile is complete before you start posting.



## BASIC INFO

Fill in your basic details and ensure you have a professional photo of yourself.



## HEADLINE

Your headline should quickly say what you do or what you're aiming for in a clear, attention-grabbing way.



## CURRENT POSITION

Add your most recent role so people can understand what you're doing right now professionally.



## EDUCATION

Include your studies to show your background and help build context around your experience.



## LOCATION

Add your location so people can understand where you're based and connect you with relevant opportunities nearby.

# HAVE YOU FILLED OUT THESE SECTIONS OF YOUR PROFILE YET?

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## EXPERIENCE

Add your work history so people can see what you've done and how your career has developed over time.



## SKILLS

List your key skills so your strengths are clear and you show up in relevant searches and recommendations.



## CUSTOM PROFILE URL

Personalise your LinkedIn link to make your profile easier to share (P.S add this in your applications wherever you can)



## PROJECTS

Add examples of your work to show practical experience and give people a clearer picture of what you can do.

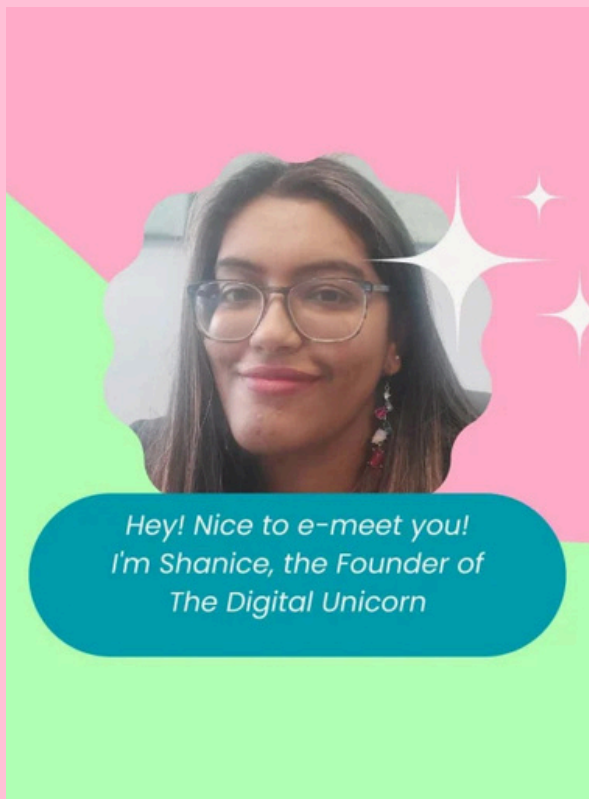


## FEATURED SECTION

Highlight your best posts, articles or work so visitors can quickly see your strongest content



Save this guide and come back to it whenever you're updating your LinkedIn profile- it's meant to be used, not just read once.



Hey! Nice to e-meet you!  
I'm Shanice, the Founder of  
The Digital Unicorn

## HI, I'M SHAN!

I've landed multiple roles and clients through LinkedIn, so I know first-hand how powerful it can be. The tips I share are based on my own experience and not just random theory.

My goal is to help you use your profile and content in a way that actually supports your career, not just fills up space online.

I also share marketing insights and projects through [The Digital Unicorn](#) and run a lifestyle blog called [Playground of Randomness](#).