

yourcareer & **Linked**  [®]

personalbranding

Are you **visible**: Do people (your network and customers) know you're "out there"?

Are you **unique**: What do you do better than anyone else?

Are you **credible**: Do people perceive you as being authentic? Genuine? Believable?

Are you **relevant**: What are the benefits of doing business with you? Are they relevant to the market?

Can others **connect**: Do people feel an emotional connection with you or your services?

personal branding



★ "Sweet spot"

5

WAYS TO

MAKE YOUR LINKEDIN PROFILE IRRESISTIBLE



1 KEYWORDS IN YOUR PROFILE

Search Engine Optimization is a key element on LinkedIn. Keywords that highlight your skills help potential employers find you. Your profile on LinkedIn should be a snapshot of your background, so add specific keywords such as "master at community management," or "social crisis reputation manager."



TIP

Avoid cliché, hyperbolic keywords. If you say "I'm The Bat Girl of social CRM," you are doing yourself a huge injustice.



2 WHO DO YOU WANT TO BE SEEN AS?

Who do you want to be seen as: a leader, an expert, a worker bee? Make sure your headline and personal tagline accurately describes who you are, and make sure that aligns with your resume and who you actually are. If someone calls to inquire more about you, you shouldn't describe yourself as something different than what's on your LinkedIn profile.

TIP

If you link to twitter or a portfolio website, make sure they are aligned with your professional practices highlighted on your profile.

3 TELL US YOUR STORY

It's easier to understand your professional background when it is in story form. Seeing clearly how you arrived from point A to point Z, gaining skills and expertise along the way, demonstrates to potential employers that you have carefully aimed for a particular career, strategically.

TIP

Another part of your story is in how you are connected. Having a great network of contacts helps potential employers see how serious you are about your career.

4 USE A PROFESSIONAL PROFILE PHOTO

The photo you choose sends a strong message about who you are. If your professional profile photo is of you in a casual circumstance, such as you at a sporting activity, party, wedding, or with your pet, then it doesn't come across as "professional." And, what's worse than having a bad photo is having no photo at all.



TIP

Make sure your photo isn't blurry. Look professional! Avoid flashy clothing, jewelry, hats, or sunglasses.

5 USE YOUR PROFILE LINK

Using your personal LinkedIn URL adds polish to your professional status. Don't just copy and paste the URL of your profile, because it's full of unnecessary characters. Instead, use your unique link to share your profile, it includes your name. Everyone has a unique profile link. Look for it next to your contact info.



social@Ogilvy

headline

Vodacom 07:35 77%

www.linkedin.com/profile/edit?trk=tab_pro&mSplash=1

Suggested Sites Evernote clip Save to Diigo Web Highlighter Instapaper: Read Later Cleanprint Google Docs - Mobile

Laminate Wood Flo... Working with Data... Handyman Pretoria... basics-of-personal-... Edit Profile | Link... design_it_yourself_t...

LinkedIn Account Type: Basic | Upgrade 4 3 Leza Deyzel Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

S Africa Business Network - Executive & Professional Networking Group. Join Now. It's Free!

Leza Devzel

Your professional headline

E-counsellor at University of South Africa

Show examples

See what other users in your industry are using >

Save Cancel

176 connections

za.linkedin.com/in/lezadeyzel Edit Edit Contact Info

ACTIVITY

BACKGROUND

SUMMARY

I conceptualise, develop and implement learner support e-counselling systems and interventions and conduct research related to the use of technology in counselling within the ODL context. Training and supervision in terms of counselling in the ODL context, and specifically e-counselling is an

Recommended for you

EXPERIENCE

PUBLICATIONS

HONORS & AWARDS

TEST SCORES

You can also add...

PATENTS

CERTIFICATIONS

VOLUNTEERING & CAUSES

yoururl

Vodacom 07:39 76%

www.linkedin.com/profile/edit?trk=tab_pro&_mSplash=1

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LinkedIn Account Type: Basic | Upgrade Leza Deyzel Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

S Africa Business Network - Executive & Professional Networking Group. Join Now. It's Free!

 **Leza Deyzel**
E-counsellor at University of South Africa
Johannesburg Area, South Africa | Higher Education

Done editing 176 connections

za.linkedin.com/in/leza-deyzel/ Edit Edit Contact Info

ACTIVITY

BACKGROUND

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Recommended for you

- EXPERIENCE +
- PUBLICATIONS +
- HONORS & AWARDS +
- TEST SCORES +

You can also add...

- PATENTS +
- CERTIFICATIONS +
- VOLUNTEERING & CAUSES +

yoururl

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www.linkedin.com/profile/public-profile-settings?trk=prof-edit-edit-publi

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LinkedIn Account Type: Basic | Upgrade Leza Deyzel Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

Additional Information

- Websites
- Interests
- Groups
- Interested In...

Your public profile URL

Your current URL
za.linkedin.com/in/lezadeyzel
[Customize your public profile URL](#) • [View your public profile](#)

Profile Badges
Create a profile badge to promote your profile like this:
[View my profile on LinkedIn](#)

Leza Deyzel's Experience

E-counsellor
University of South Africa
Educational Institution; 5001-10,000 employees; Higher Education industry
October 2008 – Present (4 years 6 months) | Pretoria, South Africa

I design and implement student support counselling interventions on-line, as well as train and supervise staff related to e-counselling within the open and distance learning context. To ensure quality services, I evaluate interventions and conduct research related to e-counselling

Administrative assistant
University of South Africa
Educational Institution; 5001-10,000 employees; Higher Education industry
April 1995 – September 2008 (13 years 6 months) | Cape Town

Client liaison by e-mail, telephone, letter and in person; office management; staff supervision and training; event coordination; web content development and maintenance

Leza Deyzel's Languages

- English (Native or bilingual proficiency)
- Afrikaans (Native or bilingual proficiency)
- German (Limited working proficiency)

Leza Deyzel's Projects

Career counselling for applicants
July 2010 to Present
Team Members: Leza Deyzel, T M Netshishivhe, Sonja Barnard

Conceptualise and manage process of providing career planning assistance to individuals who apply to study with Unisa (approximately 100000 applicants in 2010 and 2011). Multimodal interventions were designed to make applicants aware of resources available to make effective

profilesummary

The screenshot shows a mobile browser interface displaying a LinkedIn profile summary. At the top, the status bar shows 'Vodacom', signal strength, time '09:29', and battery level '81%'. The browser address bar contains 'www.linkedin.com/profile/edit?trk=tab_pro&_mSplash=1'. Below the browser, there are several tabs: 'Laminate Wood...', 'Working with...', 'Handyman Pret...', 'basics-of-perso...', 'Edit Profile |...', 'Career Explorer...', and 'Removing Linke...'. The LinkedIn header includes the logo, 'Account Type: Basic | Upgrade', notification counts (4 and 2), the user name 'Leza Deyzel', and a link to 'Add Connections'. The navigation bar contains 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', 'More', a search bar with 'People' selected, and an 'Advanced' link.

The main content area is titled 'BACKGROUND' and features a 'SUMMARY' section with a document icon and editing tools. The summary text reads: 'I conceptualise, develop and implement learner support e-counselling systems and interventions and onduct research related to the use of technology in counselling within the ODL context. Training and supervision in terms of counselling in the ODL context, and specifically e-counselling is an important way for me to ensure quality of services.' Below this, it lists 'Specialties: e-counselling, career counselling, research' and a call to action 'Get discovered for your work!'. A dashed box highlights a section for adding content, with a text input field containing 'http://'. Below the input field are three categories: 'Portfolios', 'Presentations', and 'Photos and videos', with a 'Supported Providers' link.

3 things / profile summary

Who am I?

"I am currently an economics student"

What do I do?

"and involved with two community development projects where I train women and children to plant and maintain community gardens."

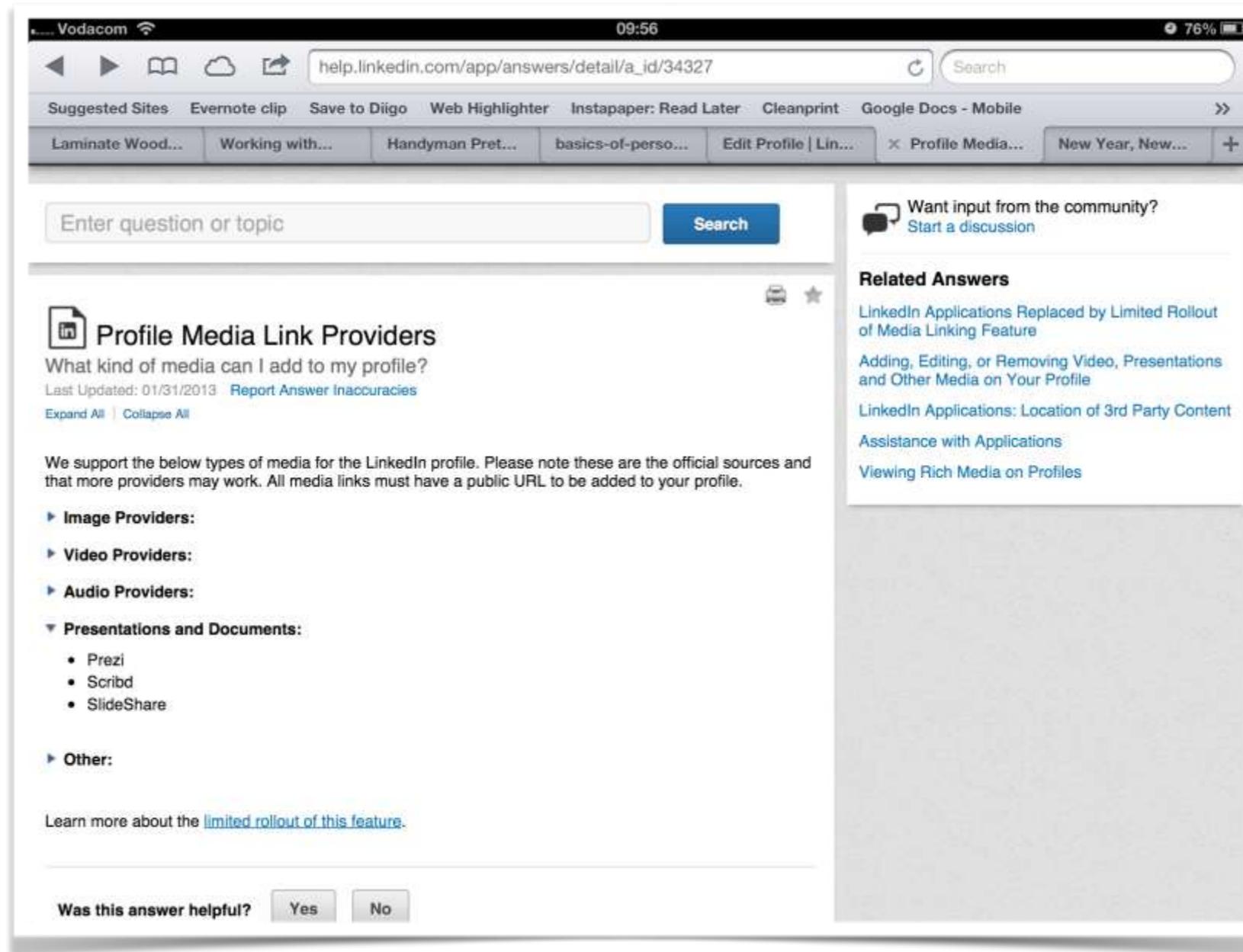
My goals/ aspirations

"I look forward to working with community-based organisations to research how communities can use micro-enterprises to provide in their basic needs."

Add presentation, video, image

You can add any of the above to strengthen your summary

workexperience



Your current position

Add a presentation, video, image, audio related to your current work

yourskills

The screenshot shows a mobile browser interface displaying a LinkedIn profile. The browser's address bar shows the URL: www.linkedin.com/profile/view?id=36301237&trk=tab_pro&mSplash=1. The browser's top bar includes navigation icons, a search bar, and a battery level indicator at 84%. The browser's tab bar shows several open tabs, including "Your Profile | LinkedIn".

The LinkedIn profile page is for a user named Leza Deyzel. The page is titled "SKILLS & EXPERTISE" and features a section for "Most endorsed for...". This section lists various skills with the number of endorsements and a row of profile pictures of the endorsing users. The skills listed are:

- Career Counseling (11 endorsements)
- Research (6 endorsements)
- Psychology (5 endorsements)
- Qualitative Research (4 endorsements)
- Data Analysis (2 endorsements)
- Microsoft Office (2 endorsements)
- Online Research (1 endorsement)
- Research Design (1 endorsement)
- Higher Education (1 endorsement)
- Mentoring (1 endorsement)

Below the "Most endorsed for..." section, there is a section titled "Leza also knows about...". This section lists four skills, each with one endorsement:

- PowerPoint (1 endorsement)
- Supervisory Skills (1 endorsement)
- Social Media (1 endorsement)
- Proposal Writing (1 endorsement)

3 things / yourskills

List skills related to your goals

Think about the things that you are good at; what others think you can do well and what your clients (possible employers) want.

List skills relevant to the kind of opportunities you are seeking

Endorsements

Others can endorse your skills

You can manage visibility of all or specific endorsements

Think about who and what you endorse (less is more)

3 things / recommendations

Give recommendations

Think about what you want to recommend this person for.

Ask for recommendations

Ask colleagues, clients to recommend you for specific aspects (for example, as a result of a project that you worked on).

Recommendations establish your credibility

yourgroups

Why groups?

Opportunity to learn

Expand opportunities to connect

Opportunity to build your portfolio - to contribute ideas

Develop professionally (your skills and how you think about specific aspects related to your field)

yourgroups

The image is a screenshot of a mobile browser displaying a LinkedIn page for Unilever. At the top, the browser status bar shows 'Vodacom', signal strength, time '08:32', and battery level '64%'. The address bar contains the URL 'www.linkedin.com/company/unilever?trk=extra_biz_viewers_viewed'. Below the address bar is a toolbar with various utility icons and a search bar. The browser tabs include 'Laminate Wood Flooring | Floorin...', 'Working with Data (22:00)', 'Handyman Pretoria - SGH Mainte...', and 'Unilever: Overview | LinkedIn'. The LinkedIn header shows the user 'Leza Deyzel' with an 'Add Connections' button. The navigation menu includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. A search bar is also present. The main content area features a post from the 'International-Womens-Day' group, which has 682 likes and 29 comments. A comment from 'Sadia Paracha' is visible, stating: 'I would love to work for a company like Unilever that promotes diversity. Diversity in a company helps the company keep growing in a positive direction. Kudos Unilever!'. A blue hand-drawn circle highlights the 'Groups' menu item and a dropdown list of group suggestions, including 'Your Groups', 'Groups You May Like', 'Groups Directory', 'Create a Group', 'Unisa Career Counselling internship programme alumni', 'Career Coach Forum', 'Career Counselor Technology Forum', and 'See all »'. At the bottom of the page, the Unilever logo and a snippet of their mission statement are visible: 'Unilever To reach our ambition of doubling the size of our business and halving our environmental'.

yourgroups

The screenshot shows a mobile browser interface displaying LinkedIn search results for the keyword "yourgroups". The browser's address bar shows the URL "www.linkedin.com/search-fe/group_search?_mSplash=1". The LinkedIn navigation bar at the top includes "Home", "Profile", "Contacts", "Groups", "Jobs", "Inbox", "Companies", "News", and "More". The user's name "Leza Deyzel" and "Add Connections" button are visible in the top right.

On the left side, there are search filters. The "Search Keywords" field is circled in blue. Below it, the filter "All LinkedIn members" is checked. Under "All categories", "Your groups (23)" is checked and circled in blue. Other categories include "Open groups (716657)" and "Members only (914008)". Under "All languages", "English (1313045)" is checked. A text input field for "Enter language" is also present.

The main content area shows "1630665 results". The top result is "Job Openings, Job Leads and Job Connections!" with a "Jobs" icon. It is described as "#1 LinkedIn Jobs, Career and Networking Group: HR human resources recruiter recruiters executive executive managers management consultants...". It is "Very Active" with 8,299 discussions this month and 1,229,828 members. "Hannes Booyse" is highlighted as being in the user's network with 921 connections. Below this are profile cards for Hannes Booyse (Human Capital Practitioner at NHBRC), Alexa Brand, and Orlando Mansur Pereira (Executive Director at Santos Brasil). A "Join to view all 922 people" link is provided.

The second result is "Linked:HR (#1 Human Resources Group)". It is described as "Linked:HR and its subgroups are the largest community of HR professionals anywhere on LinkedIn. If you want discussions on the key issues/hot...". It is "Very Active" with 172 discussions this month and 794,370 members. "Hannes Booyse" is again highlighted as being in the user's network with 813 connections. Below this are profile cards for Hannes Booyse (Human Capital Practitioner at NHBRC), Ngoako Herman Ragolane (Part-Time/Temporary Lecturer at Clearview Windows), and Ronnie Tonkin (SACallCenters.com) (Project Consultant). A "Join to view all 814 people" link is provided.

The third result is "Social Media Marketing", described as "This is the LARGEST and most active social media group on LinkedIn.com with over...".

3 things / groups

Observe

Take time to observe the "rules" of the group and how people interact with one another

Contribute

Share what you are busy with, ask questions, contribute to discussions and share resources

Leave if it's dead

Join and contribute to groups with relevant discussions

profilesettings

Vodacom 07:39 76%

www.linkedin.com/profile/edit?trk=tab_pro&mSplash=1

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LinkedIn Account Type: Basic | Upgrade 4 3 Leza Deyzel Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

S Africa Business Network - Executive & Professional Networking Group. Join Now. It's Free!

 **Leza Deyzel**
E-counsellor at University of South Africa
Johannesburg Area, South Africa | Higher Education

Done editing 176 connections

za.linkedin.com/in/leza-deyzel/ Edit Edit Contact Info

ACTIVITY

BACKGROUND

 **SUMMARY**

I conceptualise, develop and implement learner support e-counselling systems and interventions and conduct research related to the use of technology in counselling within the ODL context. Training and supervision in terms of counselling in the ODL context, and specifically e-counselling is an

Recommended for you

- EXPERIENCE +
- PUBLICATIONS +
- HONORS & AWARDS +
- TEST SCORES +

You can also add...

- PATENTS +
- CERTIFICATIONS +
- VOLUNTEERING & CAUSES +

profilesettings

Vodacom 07:44 75%

www.linkedin.com/profile/public-profile-settings?trk=prof-edit-edit-publi

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LinkedIn Account Type: Basic | Upgrade 4 3 Leza Deyzel Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

Leza, take control of how you appear in public search results.

 **Leza Deyzel**
E-counsellor at University of South Africa
Johannesburg Area, South Africa | Higher Education

Current **E-counsellor at University of South Africa**
Past Administrative assistant at University of South Africa
Education University of South Africa/Universiteit van Suid-Afrika
University of South Africa/Universiteit van Suid-Afrika
Connections **176** connections
Websites Unisa Student Counselling

Leza Deyzel's Summary

I conceptualise, develop and implement learner support e-counselling systems and interventions and conduct research related to the use of technology in counselling within the ODL context. Training and supervision in terms of counselling in the ODL context, and specifically e-counselling is an important way for me to ensure quality of services.

Specialties: e-counselling, career counselling, research

Customize Your Public Profile
Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

Profile Content

- Make my public profile visible to **no one**
- Make my public profile visible to **everyone**
 - Basics
Name, industry, location, number of recommendations
 - Picture
 - Headline
 - Summary
 - Current Positions
 - Show details
 - Past Positions
 - Show details
 - Languages
 - Projects
 - Courses
 - Skills
 - Education
 - Show details
 - Additional Information
 - Websites

profile settings

The screenshot shows a mobile browser interface with the following elements:

- Browser Header:** Vodacom network, 10:01 time, 75% battery. Address bar: `www.linkedin.com/settings/?trk=hb_acc`. Search bar.
- Navigation Bar:** Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, More. Search bar with "People" dropdown and "Advanced" filter.
- User Profile:** Leza Deyzel, Member since: December 3, 2008. Primary Email: lezadeyzel@gmail.com. Password Change link.
- Account Type:** Basic. Upgrade button. "Get More When You Upgrade!" section with "Upgrade" button.
- Dropdown Menu (Circled in Blue):** Leza Deyzel, Settings, Upgrade Account, Sign Out.
- Right Sidebar:** InMails (0 available), Introductions (5 of 5 available). "Can't Find 'Settings' or 'Sign Out' Links" section with links to "Viewing and Editing Subgroup Settings", "Group Member Settings", and "Updating Twitter Settings".
- Bottom Section:** Profile, Email Preferences, Groups, Companies & Applications, Account. Privacy Controls and Settings sections with various links.

profilesettings

The image shows a screenshot of a mobile browser displaying the LinkedIn profile settings page. The browser's address bar shows the URL www.linkedin.com/settings/?trk=hb_acc. The page header includes the LinkedIn logo, the user's name "Leza Deyzel", and a notification bell with a "2" badge. The main navigation bar contains links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More, along with a search bar and a "People" dropdown menu.

The settings page is divided into several sections:

- Account Type:** Basic. A yellow "Upgrade" button is visible.
- Get More When You Upgrade:** A list of benefits including "More communication options" and "Enhanced search tools".
- Privacy Controls:** A list of settings including "Turn on/off your activity broadcasts", "Select who can see your activity feed", "Select what others see when you've viewed their profile", "Select who can see your connections", "Change your profile photo & visibility", and "Show/hide 'Viewers of this profile also viewed' box".
- Settings:** A list of settings including "Manage your Twitter settings", "Edit your name, location & industry", "Edit your profile", "Edit your public profile", and "Manage your recommendations".
- Helpful Links:** A list of links including "Edit your name, location & industry", "Edit your profile", "Edit your public profile", and "Manage your recommendations".

A blue hand-drawn circle highlights the "Privacy Controls" and "Settings" sections. The footer contains links for "Help Center", "About", "Press", "Blog", "Careers", "Advertising", "Talent Solutions", "Tools", "Mobile", "Developers", "Publishers", "Language", and "Upgrade Your Account".

profilesettings

The image shows a screenshot of a mobile browser displaying the LinkedIn account settings page. The browser's address bar shows the URL `www.linkedin.com/settings/?trk=hb_acc`. The page header includes the LinkedIn logo, the user's name "Leza Deyzel", and navigation links like "Home", "Profile", "Contacts", "Groups", "Jobs", "Inbox", "Companies", "News", and "More".

The main content area is divided into several sections:

- Account Type: Basic**: Includes a link to "Compare account types" and a yellow "Upgrade" button. A promotional message "Get More When You Upgrade" lists benefits like "More communication options" and "Enhanced search tools".
- Profile**: A section for managing the user's profile.
- Email Preferences**: A section for managing email settings.
- Groups, Companies & Applications**: A section for managing group and company settings.
- Account**: A section for managing account security and privacy.
- LinkedIn Communications**: A section for managing LinkedIn announcements, research invitations, and partner InMail.

A large blue scribble circle is drawn around the "Emails" and "LinkedIn Communications" sections. The "Emails" section includes options to "Select the types of messages you're willing to receive", "Set the frequency of emails", "Select who can send you invitations", and "Set the frequency of group digest emails". The "LinkedIn Communications" section includes options to "Turn on/off LinkedIn announcements", "Turn on/off invitations to participate in research", and "Turn on/off partner InMail".

On the right side of the page, there are links for "Group Member Settings", "Updating Twitter Settings", and "See all frequently asked questions". A notification box at the bottom right states: "You are using the new settings page. Send us feedback".

The footer contains links for "Help Center", "About", "Press", "Blog", "Careers", "Advertising", "Talent Solutions", "Tools", "Mobile", "Developers", "Publishers", "Language", and "Upgrade Your Account". It also includes copyright information for LinkedIn Corporation © 2013 and links for "User Agreement", "Privacy Policy", "Community Guidelines", "Cookie Policy", "Copyright Policy", and "Send Feedback".

profilesettings

The image shows a mobile browser view of the LinkedIn account settings page. The browser's address bar shows the URL `www.linkedin.com/settings/?trk=hb_acc`. The page header includes the LinkedIn logo, account type (Basic), and user name (Leza Deyzel). The main navigation bar contains links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is also present. The settings page is divided into several sections: Password Change, Account Type (Basic), Privacy Controls, Email & Password, Settings, and Helpful Links. A blue hand-drawn circle highlights the central settings area, which includes options like 'Change your profile photo & visibility', 'Show/hide profile photos of other members', 'Customize the updates you see on your home page', 'Select your language', 'Manage security settings', 'Add & change email addresses', 'Change password', 'Upgrade your account', and 'Close your account'. The footer contains various links such as Help Center, About, Press, Blog, Careers, Advertising, Talent Solutions, Tools, Mobile, Developers, Publishers, Language, and Upgrade Your Account.

Vodacom 10:05 75%

www.linkedin.com/settings/?trk=hb_acc

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Laminate Wood Flooring [...] Working with Data (22:00) Handyman Pretoria - SG... basics-of-personal-brand... Account & Settings [...]

LinkedIn Account Type: Basic | Upgrade Leza Deyzel Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

Password Change

Account Type: Basic
Compare account types

Get More When You Upgrade!

- More communication options
- Enhanced search tools

Upgrade

Profile

Email Preferences

Groups, Companies & Applications

Account

Privacy Controls

Manage Advertising Preferences

Settings

- Change your profile photo & visibility »
- Show/hide profile photos of other members
- Customize the updates you see on your home page
- Select your language
- Manage security settings

Email & Password

- Add & change email addresses
- Change password

Helpful Links

- Upgrade your account »
- Close your account »
- Get LinkedIn content in an RSS feed »

Viewing and Editing Subgroup Settings

Group Member Settings

Updating Twitter Settings

See all frequently asked questions

You are using the new settings page.
Send us feedback

Help Center About Press Blog Careers Advertising Talent Solutions Tools Mobile Developers Publishers Language Upgrade Your Account

3 things / profile settings

Privacy settings

Make sure that you explore the different options in terms of privacy (who will see what about you)

Manage your e-mail

Change the frequency of receiving e-mail updates to suit your preferences

Get feedback

Ask others for feedback on your profile

3 things / profile

Complete information

Take time to complete all the different categories fully

Update regularly

Just finished with a new project? Change in details?
Update your profile regularly

Get feedback

Ask others for feedback on your profile

addconnections

Vodacom 12:01 62%

www.linkedin.com/fetch/importAndInviteEntry?trk=hb_add_conn

Suggested Sites Evernote clip Save to Diigo Web Highlighter Instapaper: Read Later Cleanprint Google Docs - Mobile

Laminate Wood Flo... Working with Data... Handyman Pretoria... basics-of-personal-... Import Contact... Career Explorer | Li...

LinkedIn Account Type Basic | Upgrade Leza Deyzel Add Connections

Home Profile **Contacts** Groups Jobs Inbox Companies News More People Search... Advanced

See Who You Already Know on LinkedIn

Icons for: Gmail, Outlook, Yahoo! Mail, Hotmail, Any Email

Get started by adding your email address.

Your email
lezadeyzel@gmail.com

Continue

Your contacts are safe with us!
We'll import your address book to suggest connections and help you manage your contacts. And we won't store your password or email anyone without your permission. [Learn More](#)

Ads by LinkedIn Members

Become Your Own Boss
Join the Foreign Exchange Market And Increase Your Monthly Income

Turn Your R200 Into R800
Spend R200 on Google advertising & receive an additional R600 credit!

Placement Partner
Recruiting Software that lets you use the power of the web - get a demo!

addconnections

The image is a screenshot of a mobile browser displaying a LinkedIn profile. At the top, the browser status bar shows 'Vodacom', signal strength, Wi-Fi, time '12:15', and battery '60%'. The address bar contains the URL 'www.linkedin.com/profile/view?id=36301237&trk=tab_pro&_mSplash=1'. Below the address bar are several utility tabs: 'Suggested Sites', 'Evernote clip', 'Save to Diigo', 'Web Highlighter', 'Instapaper: Read Later', 'Cleanprint', and 'Google Docs - Mobile'. The browser tabs include 'Laminate Wood Flo...', 'Working with Data...', 'Handyman Pretoria...', 'basics-of-personal-...', 'Your Profile | Link...', and 'Career Explorer | Li...'. The LinkedIn header shows the logo, 'Account Type: Basic | Upgrade', notification counts (4 and 2), the user name 'Leza Deyzel', and a green 'Add Connections' button. The main navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More', along with a search bar and 'Advanced' options. A banner for 'Become Your Own Boss - Join the Foreign Exchange Market And Increase Your Monthly Income' is visible. The profile section for 'Leza Deyzel' includes her photo, title 'E-counsellor at University of South Africa', location 'Johannesburg Area, South Africa | Higher Education', and education details. A blue button 'Improve your profile' and a grey 'Edit Profile' button are present, along with a '175 connections' badge. The 'People You May Know' section is circled in blue and features a carousel of profile pictures, with 'Tony Mays' (2nd degree) highlighted as a 'Senior Programme Specialist Higher Educati...' with a 'Connect' button and '5' connections. The 'ACTIVITY' section at the bottom shows a post where 'Leza Deyzel endorsed the skills and expertise of Sfiso Emmanuel Mabizela' and 'Sfiso Emmanuel is endorsed for Research.' with options to 'Endorse Connections', 'Like', and 'Comment' from '2 hours ago'. The bottom right corner shows 'Your Network' and 'Company' dropdown menus.

addconnections

The image shows a mobile browser interface for LinkedIn. At the top, the status bar shows 'Vodacom', signal strength, '07:10', and '79%' battery. The browser address bar contains 'www.linkedin.com/nhome/?trk=hb_tab_home&_mSplash=1'. Below the address bar are several tabs: 'Suggested Sites', 'Evernote clip', 'Save to Diigo', 'Web Highlighter', 'Instapaper: Read Later', 'Cleanprint', and 'Google Docs - Mobile'. The main navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. A search bar is located to the right of the navigation bar, with a dropdown menu set to 'People'. The 'Add Connections' button is highlighted with a blue circle. Below the navigation bar, there is a banner for 'S Africa Business Network - Executive & Professional Network Group. Join Now. It's Free!'. The main content area features a section titled 'Leza, read what these thought leaders are saying on LinkedIn.' with four profile cards: Tim Brown (CEO at IDEO), Deepak Chopra MD (official) (Founder, Deepak Chopra LLC), Gretchen Rubin (Bestselling author; blogger www.happi...), and Jack Welch (Founder, Jack Welch Management Inst...). To the right, there is a 'PEOPLE YOU MAY KNOW' section with three profile cards: Ayodele Ladokun, Jeantel Hardy, and Johnathan Smit. Below the main content area, there is a 'Share an update...' section with a text input field, a 'Share with: LinkedIn' dropdown, and a 'Share' button. At the bottom, there is a 'LinkedIn Today' recommendation section with a video thumbnail and the text 'Ranking The World's'. On the right side, there is a 'Partnering for growth for a greater South Africa' advertisement for NEDBANK, featuring a 'Twitter' tab and a tweet from @SimplybizSA.

personalise invitations

Vodacom 08:02 71%

www.linkedin.com/people/invite?from=profile&key=4805260&firstName= Search

Suggested Sites Evernote clip Save to Diigo Web Highlighter Instapaper: Read Later Cleanprint Google Docs - Mobile

Laminate Wood Flooring [...] Working with Data (22:00) Handyman Pretoria - SG... × Invite Cathy to Connec... design_it_yourself_the_m... +

LinkedIn Account Type: Basic | Upgrade 4 3 Leza Deyzel Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

Add Connections Colleagues Alumni People You May Know View Sent Invitations

Invite Cathy to connect on LinkedIn

How do you know Cathy?

- Colleague
- Classmate
- We've done business together
- Friend
- Groups
- Other
- I don't know Cathy

Include a personal note: (optional)

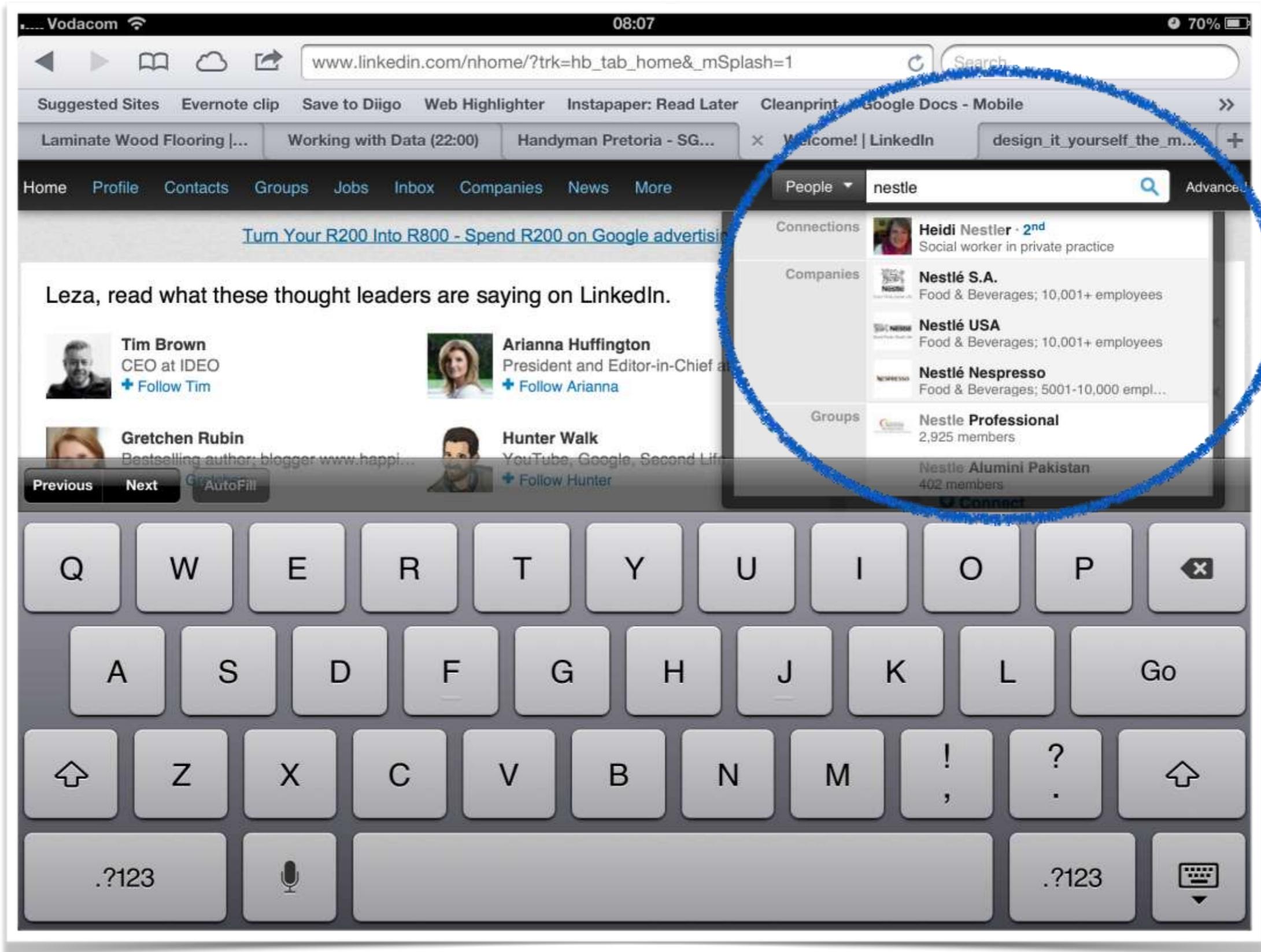
I'd like to add you to my professional network on LinkedIn.

- Leza Deyzel

Important: Only invite people you know well and who know you. Find out why.

Send Invitation or Cancel

search



search

Vodacom 08:09 69%

www.linkedin.com/company/1393?trk=tyah

Suggested Sites Evernote clip Save to Diigo Web Highlighter Instapaper: Read Later Cleanprint Google Docs - Mobile

Laminate Wood Flooring |... Working with Data (22:00) Handyman Pretoria - SG... Nestlé S.A.: Overview |... design_it_yourself_the_m...

LinkedIn Account Type: Basic | Upgrade 4 3 Leza Deyzel Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Companies Search...

Home Careers Products & Services Insights

There's more to life at Nestlé

Nestlé Good Food, Good Life

How You're Connected

Nestlé 1st 2nd 2nd 2nd

1 first-degree connection
42 second-degree connections
59,553 Employees on LinkedIn

See all ▶

Careers

Interested in Nestlé S.A.?
Learn about our company and culture.
95 jobs posted

Learn more ▶

Products And Services

Dairy
Dairy products are considered to be

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Nestlé S.A. A big shout and thank you to all 300 000 members of the Nestlé S.A. Careers community! Discover more job opportunities at <http://bit.ly/WA67aJ> There's more to life at Nestlé.



search

Vodacom 08:13 68%

www.linkedin.com/company/nestle-s.a./careers?trk=careers_promo_mo

Suggested Sites Evernote clip Save to Diigo Web Highlighter Instapaper: Read Later Cleanprint Google Docs - Mobile

Laminate Wood Flooring [...] Working with Data (22:00) Handyman Pretoria - SG... Nestlé S.A.: Careers [...] design_it_yourself_the_m...

LinkedIn Account Type: Basic | Upgrade Leza Deyzel Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Companies Search

People at Nestlé S.A. View all employees

Nestlé Career Opportunities
Nestlé Future T...
1st
Karim Al Bitar &
Senior Consum...
2nd

Philip Hamm
New Product De...
2nd

Hope Situma
Recruitment Ma...
2nd

Jobs at Nestlé S.A.

National Account Manager
Headhead

Business Development Manager
Home Based

Business Development Executive (New Business)
Redhill, United Kingdom

Customer Business Team Lead
Redhill, United Kingdom

Industrial Electrician
Davenport, Iowa Area

Automation Framework Architect
Saint Louis, MO

Product Specialist I
St. Louis, MO

Advanced Staff Internal Auditor (Domestic - Entry Level)
St. Louis, MO

Director Digital Planning

Careers at Nestlé S.A.

0,000 began studying for a formal qualification

Production Buying

As the world's leading Nutrition, Health and Wellness Company, we are committed to enhancing people's lives, everywhere, every day. We have created a fulfilling working environment that puts the emphasis on individual responsibility, opportunity and autonomy. Excelling here means sharing our passion for enhancing lives, living up to our exemplary standards of integrity, honesty and fair dealing, and taking ownership of your future.

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- Build your brand

<http://www.meridiasystems.com/docs/build-your-brand.pdf>

- The basics of personal branding

<http://www.meridiasystems.com/docs/basics-of-personal-branding.pdf>

- Managing your endorsements

<http://mashable.com/2012/10/28/groups-linkedin/>