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Resume & Career · Book 4

LinkedIn Optimization

Build a profile recruiters can find and trust, and grow your network safely — starting from zero

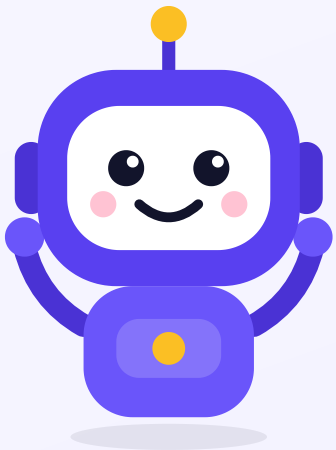
Total beginner · ages 15 and up

About 80 minutes

10 chapters with quizzes

Free

Your profile can work for you even while you sleep.
Let's build it together — starting from zero!



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LinkedIn Optimization

Build a profile recruiters can find and trust, and grow your network safely — starting from zero
Resume & Career, Book 4 · First edition, November 2026

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Published by ToolsKo Learn · toolsko.com/learn · admin@toolsko.com. Product facts checked November 22, 2026.

What you will learn

- What LinkedIn is, and why recruiters use it
- The parts of a profile and what each one does
- How to choose a clear photo and write a strong headline
- The T-U-L-A-Y recipe for a short, true About section
- How to add experience, skills and the right keywords
- How to grow your network, use Open to Work and stay safe from fake recruiters

This is **Book 4**, the last book of the **Resume & Career** series. You have a resume, a cover letter and interview skills. Now you build a profile that helps employers find you.

Our honest promise

No book can promise you a job or a flood of messages. A clear, true profile makes you easier to find and easier to trust. This book is general information, not legal or financial advice. All names and examples are made up.

Age note

This series is for ages 15 and up, but **LinkedIn itself needs you to be 16 or older**. If you are 15, write your profile on paper or in a notes app now, and post it when you turn 16. If you are under 18, ask a parent or guardian before you join.

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What you need

Item	Why
Your resume from Book 1	Most of your profile comes from it
A phone or computer with internet	To make and edit your profile
A clear photo of your face	Profiles with photos are easier to trust
About 20 minutes a day for 2 weeks	To build your profile step by step

How to use this book

1 **Build as you read**

Every lesson ends with one part of your profile to write.

2 **Check your learning**

Every chapter ends with takeaways, 3 quiz questions with answers, and a practice task.

THE LINKEDIN RULE IN ONE LINE

```
Clear photo + true headline + short About + real skills + kind, safe networking
```

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THE END Quick Summary

WHAT'S NEXT Your Next Learning Path

EXTRA Free ToolsKo Tools for This Book

EXTRA Words to Know (Glossary)

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CHAPTER 1

Why LinkedIn Matters

Your resume waits in a folder. Your LinkedIn profile can be found by people looking for someone like you.

Think of a sari-sari store. If it is hidden inside a house with no sign, only neighbors know it is there. If it has a clear sign by the road, anyone walking by can find it. Your resume is the store inside the house. Your LinkedIn profile is the sign by the road.

New word: LinkedIn

LinkedIn is a free website and app for work. People show their skills and jobs, and employers post jobs and look for workers. It's like Facebook, but for your work life instead of your family photos. It is owned by Microsoft.

New word: recruiter

A **recruiter** is a person whose job is to find workers for a company. They are like talent scouts in sports: they search, check and invite people. Many recruiters search LinkedIn every day.

LinkedIn is big in the Philippines. One estimate counted about **26.7 million** users here in October 2026 — more than 1 in 5 Filipinos. Most of them are young adults aged 18 to 34. You don't need to be a boss or an expert to join. Students and first-time jobseekers belong there too.

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LinkedIn myths

PICTURE 1 **LinkedIn myths vs truths**

MYTH

What people think

- "LinkedIn is only for bosses."
- "I need lots of work experience."
- "More connections is always better."
- "Make it sound impressive, even if it's not true."

TRUTH

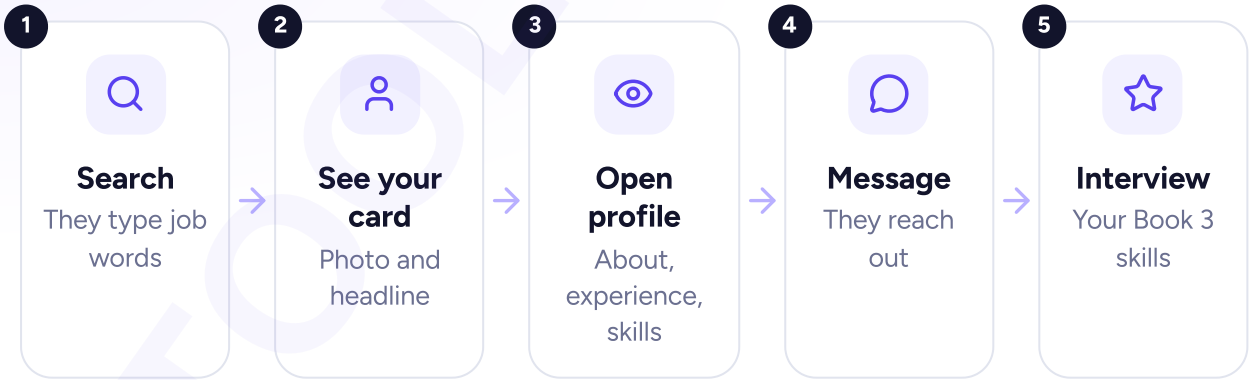
What's really true

- Students and fresh grads belong there
- School, org and family work count
- The right connections beat many random ones
- True and clear wins trust

You don't need a long career. You need a clear, true profile and a few good connections.

How recruiters find you

PICTURE 2 **How a recruiter finds you**



They search with job words, see your photo and headline, open your profile, then send a message. Each part of your profile helps one step.

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The big idea of this book

Your LinkedIn profile is your resume that works for you all day and all night. Make it easy to find, easy to trust, and always true.

A real-world example

Ana, 22, made a LinkedIn account in college but left it blank: no photo, and a headline that just said “Student.” About 3 people looked at her profile each week. After she added a clear photo, a headline that said “Accounting graduate | Excel and bookkeeping | Open to junior accounting roles” and a short About, about 15 people a week looked — 5 times more. Two weeks later, a recruiter messaged her about a junior bookkeeper job.

QUICK RECAP

LinkedIn is a free website and app for work, where recruiters search for workers. Your profile is like a sign by the road: people can find you even when you are not applying. Students and fresh grads belong there. Big idea: your profile works for you all day — make it easy to find, easy to trust, and always true.

TRY IT NOW

Look before you build

1. Ask a working relative or friend to show you their LinkedIn profile.
2. Point to their photo, headline and About section.
3. Write one thing you like and one thing you would do differently.

Key takeaways

- LinkedIn is a website and app for work.
- Recruiters search it every day.
- Students and fresh grads belong there.
- True and clear beats impressive.

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Quiz: 3 quick questions

1. What is LinkedIn?

A. A free website and app for work and jobs
B. A game for students
C. A bank for online payments

2. What is a recruiter?

A. A person who fixes computers
B. A person whose job is to find workers for a company
C. A teacher at your school

3. Which is TRUE about LinkedIn?

A. It is only for bosses
B. You must have years of experience
C. Students and fresh graduates belong there too

Answers

1. **A. A free website and app for work and jobs** — People show their skills, and employers post jobs and search for workers.
2. **B. A person whose job is to find workers for a company** — Recruiters are like talent scouts for jobs.
3. **C. Students and fresh graduates belong there too** — School, org and family work all count.

PRACTICE TASK

Your LinkedIn goal

Finish this sentence and keep it: “I want my LinkedIn profile to help me find ___ (kind of job or internship) in ___ (place or online).” Every part of your profile will point to this goal.

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CHAPTER 2

LinkedIn Basics: The Words and the Parts

Before you build, learn the words people use and what each part of a profile does.

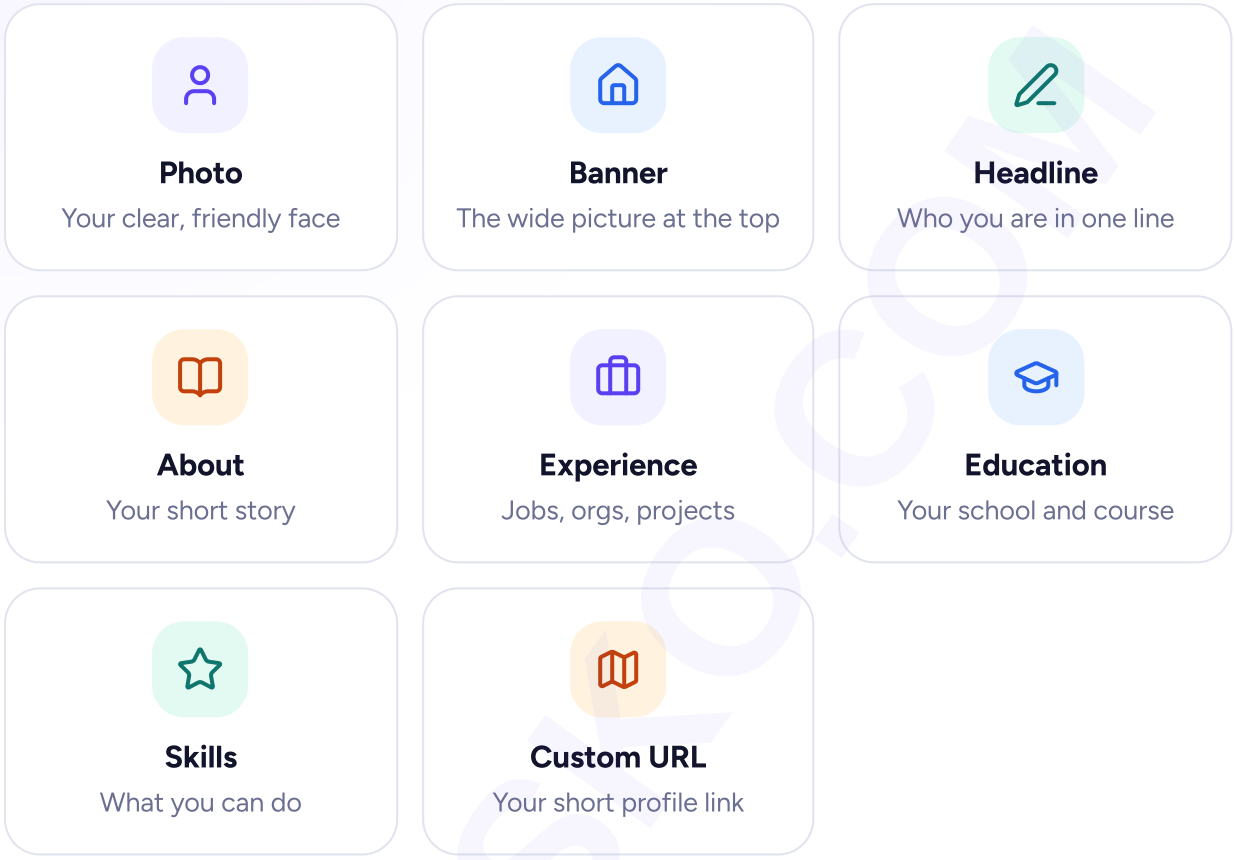
Words you will use

Word	What it means	Example
Profile	Your page that shows who you are at work	Like your resume, but online
Headline	The short line under your name	“Customer service | English and Tagalog”
About	A short story about you, in your own words	Three or four short paragraphs
Connection	A person you are linked with on LinkedIn	A classmate who accepted your invite
Network	All the people you are connected with	Classmates, teachers, coworkers
Keyword	A word recruiters type when they search	“bookkeeping”, “Canva”, “Excel”
Endorsement	A one-click thumbs-up for one of your skills	A teacher endorses your “Excel” skill
Recommendation	A short written note about your work from someone	Your org adviser writes about your leadership

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The parts of a profile

PICTURE 3 **Eight parts of a LinkedIn profile**



Photo, banner and headline are the first look. About, experience, education and skills are the proof. Your custom URL is your address.

New word: custom URL

A **URL** is the address of a page on the internet. Your **custom URL** is a short, clean address for your profile, like linkedin.com/in/anareyes. It's like having a house number that is easy to remember, instead of a long, messy one. You can put it on your resume and email signature.

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First look, then proof

When someone sees you in a search, they see only your **photo, name and headline**. That is the first look. If it looks good, they click and read the proof: About, experience, education and skills. So the first look must be clear.

New word: profile visibility

Visibility means who can see your profile. LinkedIn lets you choose some of this in Settings. It's like choosing which window curtains to open: you decide how much people outside can see.

QUICK RECAP

Learn the words: profile, headline, About, connection, network, keyword, endorsement and recommendation. A profile has eight main parts: photo, banner, headline, About, experience, education, skills and custom URL. The photo, name and headline are the first look; the rest is the proof.

TRY IT NOW

Match the parts

1. Open your resume from Book 1.
2. Next to each part of your resume, write which LinkedIn part it fits (Experience, Education, Skills).
3. Circle anything on your resume that has no LinkedIn spot yet.

Key takeaways

- Learn the main LinkedIn words.
- A profile has eight main parts.
- Photo, name and headline are the first look.
- A custom URL is your short address.

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Quiz: 3 quick questions

1. What is a headline on LinkedIn?

A The short line under your name
B A news article
C Your home address

2. What is a keyword?

A A password for your account
B A word recruiters type when they search
C A secret code from LinkedIn

3. What do people see first when you show up in a search?

A Your whole work history
B Your recommendations
C Your photo, name and headline

Answers

1. **A. The short line under your name** — It tells people who you are in one line.
2. **B. A word recruiters type when they search** — Keywords in your profile help recruiters find you.
3. **C. Your photo, name and headline** — That is why the first look must be clear.

PRACTICE TASK

Your profile plan

Make a note called "My LinkedIn." Write the eight parts as headings. Under each, write one line of what you will put there. You will fill them in during the next lessons.

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CHAPTER 3 · LESSON 1

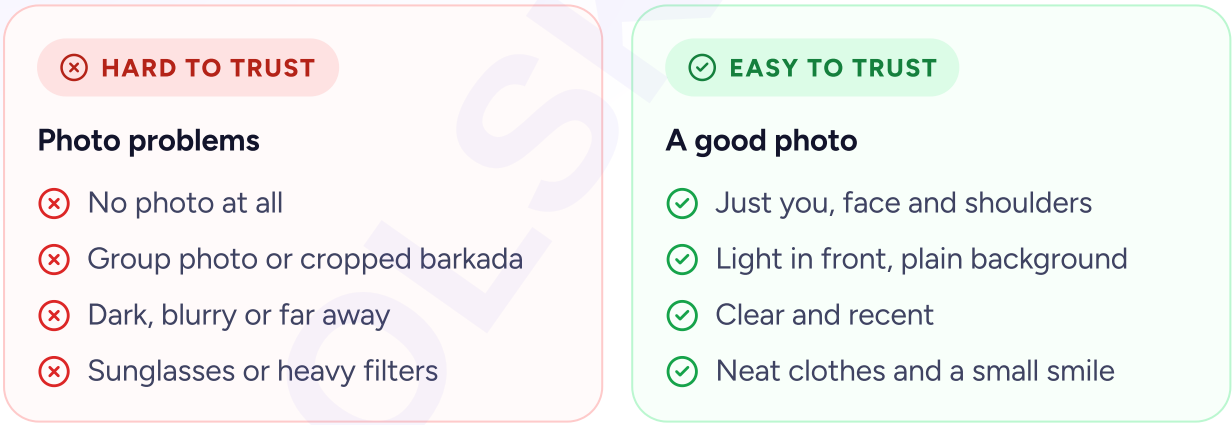
The First Look: Photo, Banner and Headline

Three small things decide if someone clicks on your profile. Let's get them right.

Your photo

Your photo is like your handshake. It should be friendly, clear and look like you today. You don't need a studio. A phone camera, a plain wall and window light are enough.

PICTURE 4 **Photo: hard to trust vs easy to trust**



A clear, recent photo of just you makes people feel they are talking to a real person.

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Photo or banner	Good size (2026)	Tip
Profile photo	400 × 400 pixels, square	Your face fills about half of the circle
Background banner	1584 × 396 pixels (4 times wider than tall)	A simple picture about your field, or a plain color
File type	JPG or PNG, up to 8 MB	Use the ToolsKo Image Cropper and Resizer

Sizes from a 2026 LinkedIn size guide. LinkedIn may change them.

New word: pixel

A **pixel** is one tiny dot of color on a screen. A picture is made of thousands of them, like a mosaic made of small tiles. 400 × 400 pixels means 400 dots across and 400 dots down.

Your headline

Your headline can be up to **220 characters**. If you leave it alone, LinkedIn may just show your job title or "Student." A good headline says what you do or want to do, your best skills, and what you are looking for.

PICTURE 5 **A simple headline formula**



Example: "BS Tourism graduate | Customer service, English and Tagalog | Open to front desk and hotel roles in Cebu."

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Weak headline	Stronger headline (made-up examples)
Student	Grade 12 ICT student | Basic HTML and Canva | Looking for a summer internship
Unemployed	Former sales clerk | Cash handling, inventory, customer care | Open to retail jobs in Pasig
Looking for any job	Fresh graduate, BS Psychology | Writing and research | Open to HR assistant roles

QUICK RECAP

Your photo should be just you, clear, recent, with light in front and a plain background — 400 × 400 pixels works well. The banner is 1584 × 396 pixels, 4 times wider than tall. Your headline (up to 220 characters) says who you are, your top skills, a proof, and what you want.

TRY IT NOW

Take and fix your photo

1. Stand facing a window, with a plain wall behind you.
2. Ask someone to take 10 photos at shoulder height.
3. Pick the clearest one and crop it to a square.

Key takeaways

- A clear photo of just you builds trust.
- Light in front, plain background.
- Your headline is more than a job title.
- Who, skills, proof, what you want.

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Quiz: 3 quick questions

1. Which is the best LinkedIn photo?

A. A clear, recent photo of just you with light in front
B. A group photo from a party
C. Your favorite cartoon character

2. The banner is 1584 by 396 pixels. How many times wider than tall is it?

A. 2 times
B. 4 times
C. 10 times

3. Which headline is strongest?

A. “Student”
B. “Looking for any job”
C. “Fresh graduate | Excel and bookkeeping | Open to junior accounting roles”

Answers

1. **A. A clear, recent photo of just you with light in front** — People trust a clear photo of the real you.
2. **B. 4 times** — 1584 ÷ 396 = 4.
3. **C. “Fresh graduate | Excel and bookkeeping | Open to junior accounting roles”** — It says who you are, your skills and what you want.

PRACTICE TASK

Write three headlines

Write three headlines with the formula. Check each one with the ToolsKo Word & Character Counter so it stays under 220 characters. Read them out loud and pick the one that sounds most like you.

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CHAPTER 4 · LESSON 2

The T-U-L-A-Y Recipe: Your About Section

Your About section is a short, friendly story. One recipe keeps it clear and true.

The About section can hold up to **2,600 characters**, but you don't need to fill it. Many readers only see the first two or three lines before they tap "see more." So start strong, keep it short, and write like you talk — in first person, using "I."

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PICTURE 6 **T-U-L-A-Y: the About section recipe**

T

Tell who you are

"I'm a BS Tourism graduate from Cebu who loves helping guests feel at home."

U

Use proof with a number

"During my 300-hour hotel practicum, I checked in about 25 guests a day."

L

List your skills

"My skills: front desk systems, English and Cebuano, Canva and Excel."

A

Add what you want next

"I'm looking for a front desk or guest relations role in Cebu."

Y

Your invitation

"Feel free to message me here on LinkedIn."

↓

PUT TOGETHER:

Say who you are, prove it with a true number, list your skills, say what you want next, and invite people to message you.

"Tulay" means bridge in Filipino. Your About section is the bridge between you and the job you want.

New word: first person

Writing in **first person** means using "I" and "my," like you are talking. "I help customers" sounds warmer than "Ana helps customers." It's the difference between introducing yourself at a party and having someone read your name from a list.

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Example: Joy's About section

A SHORT ABOUT SECTION (MADE-UP EXAMPLE)

```
I'm a BS Tourism graduate from Cebu who loves helping guests feel at
home.

During my 300-hour hotel practicum, I checked in about 25 guests a day
and helped solve booking problems with a smile.

My skills: front desk systems, English and Cebuano, Canva and Excel.

I'm looking for a front desk or guest relations role in Cebu. Feel
free to message me here on LinkedIn.
```

Short paragraphs win

Use short paragraphs with a blank line between them. Big blocks of text are hard to read on a phone. Three to five short paragraphs are enough. You can borrow lines from your "Tell me about yourself" answer in Book 3.

Using AI for your About?

An AI tool can help you get started, but always rewrite the draft in your own words. Check every fact and number. Recruiters can tell when an About section sounds like a robot, and an untrue line can cost you the job.

QUICK RECAP

Your About section is a short story in first person. Use T-U-L-A-Y: Tell who you are, Use proof with a number, List your skills, Add what you want next, Your invitation to message you. Start strong, because many readers see only the first lines. Keep paragraphs short, and rewrite any AI draft in your own words.

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TRY IT NOW

Write one line per letter

1. Write one true sentence for each letter: T, U, L, A, Y.
2. Add one real number to the U line.
3. Read it out loud and cut any word you don't need.

Key takeaways

- T-U-L-A-Y builds a clear About section.
- Start strong; the first lines matter most.
- Write in first person, like you talk.
- Short, true and in your own words.

Quiz: 3 quick questions

1. What does the U in T-U-L-A-Y stand for?

A Use proof with a number
B Upload a selfie
C Use big words

2. Why should the first lines of your About be strong?

A LinkedIn deletes the rest
B Many readers see only the first lines before tapping "see more"
C Recruiters only read the last line

3. Which About line is written in first person?

A "Joy is a tourism graduate."
B "The applicant has skills."
C "I'm a tourism graduate who loves helping guests."

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Answers

1. **A. Use proof with a number** — A true number makes your story easy to believe.
2. **B. Many readers see only the first lines before tapping "see more"** — Hook them early so they want to read more.
3. **C. "I'm a tourism graduate who loves helping guests."** — First person uses "I" and sounds warm.

PRACTICE TASK

Your full About section

Write your About section with T-U-L-A-Y. Paste it into the ToolsKo Caption "See More" Cut-Off Preview and choose LinkedIn to see what people read first. Fix the first lines until they make someone want to read more.

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CHAPTER 5 · LESSON 3

Experience, Education and Skills (With the Right Keywords)

This is the proof part of your profile. Fill it with true things you did, in the words recruiters search for.

You may think, “I have no work experience.” But helping in the family store, leading a school project, joining an org, volunteering at church or doing a small online job all count. Add what is true, and describe what you did.

Section	What to add	Made-up example
Experience	Jobs, part-time work, family business, orgs, volunteering	Store helper, family sari-sari store, 2023–2025
Education	Your school, course or strand, and years	Senior high, ABM strand, 2024–2026
Licenses and certifications	Real certificates you earned	TESDA NC II, or a free online course certificate
Projects	School or personal projects with results	Built a simple website for our org
Skills	Skills you really have, with keywords from job posts	Excel, customer service, Canva, Tagalog

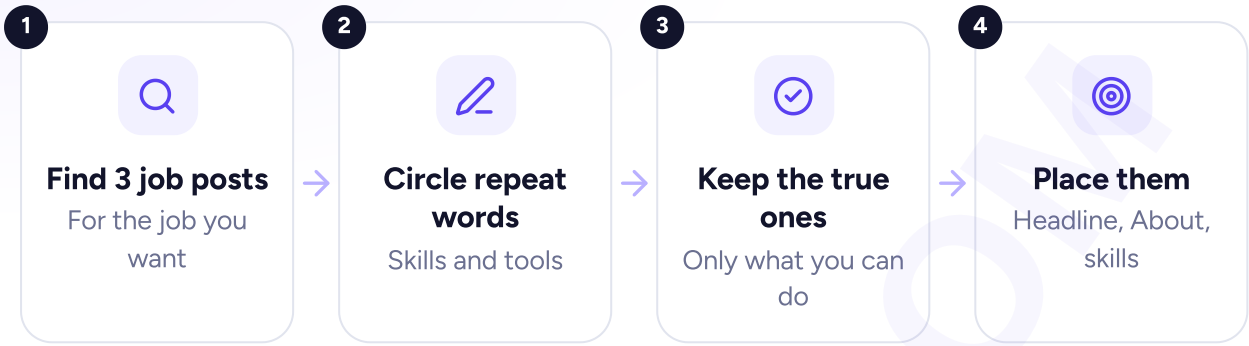
Show results, not just duties

Under each experience, write two or three short lines about what you did, starting with an action word, and add a number if you can. “Served customers” is a duty. “Served about 40 customers a day and kept the cash box correct” is a result. You already practiced this in Book 1.

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Use the right keywords

PICTURE 7 How to find your keywords

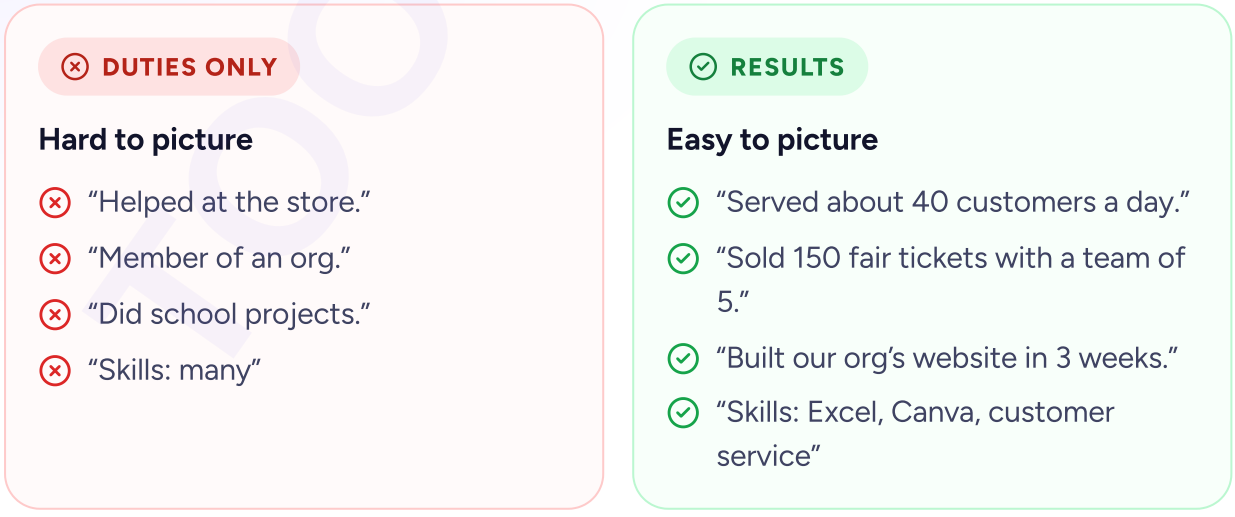


Recruiters search with the same words found in job posts. If those words are in your profile — and true — you show up more often.

New word: keyword (again, but deeper)

A **keyword** is like a label on a jar. When a recruiter searches "bookkeeping," LinkedIn looks for profiles with that label. If your jar has no label, it stays at the back of the shelf. But only put labels on jars that really hold that thing.

PICTURE 8 Duties vs results



Results with numbers help a recruiter picture you doing the job.

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Endorsements and recommendations

Ask a teacher, org adviser or past boss who really knows your work for a short **recommendation**. Offer to write one for them too. Endorsements are nice, but a real recommendation is stronger. Never trade fake ones.

QUICK RECAP

Experience includes part-time work, family business, orgs and volunteering. Add your education, real certificates, projects and true skills. Write results with numbers, not just duties. Find keywords by reading three job posts and circling repeat words, then place the true ones in your headline, About and skills. Ask people who know your work for a recommendation.

TRY IT NOW

Find your keywords

1. Open three job posts for the job you want.
2. Circle words that appear in two or more posts.
3. Write the five you really can do. These are your keywords.

Key takeaways

- School, org and family work count.
- Results with numbers beat duties.
- Use true keywords from job posts.
- A real recommendation is strong proof.

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Quiz: 3 quick questions

1. Which experience line shows a result?

A "Served about 40 customers a day and kept the cash box correct."
B "Helped at the store."
C "Did things."

2. Where do you find good keywords?

A In your favorite song
B In job posts for the job you want
C In random hashtags

3. Which skill should you add?

A A skill you have never used
B A skill that sounds impressive
C A skill you really have and that the job asks for

Answers

1. **A. "Served about 40 customers a day and kept the cash box correct."** — A number helps the reader picture your work.
2. **B. In job posts for the job you want** — Recruiters search with the same words they use in job posts.
3. **C. A skill you really have and that the job asks for** — Only true skills; you may be tested on them.

PRACTICE TASK

Fill your proof

Add at least two experiences (job, family business, org or project) with two result lines each, your education, and five true skills from your keyword list. Use the ToolsKo Free Resume Builder to keep your resume and profile saying the same things.

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CHAPTER 6 · LESSON 4

Grow Your Network the Kind Way

Your network is the people you know. On LinkedIn, a good network helps the right people see you.

Many jobs are found through people: a former teacher shares a post, a classmate tells you about an opening, a friend of a friend refers you. On LinkedIn, these connections are easy to see and grow. Start with people you already know.

PICTURE 9 **Who to connect with first**



Start with people who know you. Then add people in the field you want, always with a short, polite note.

New word: invitation

An **invitation** is a request to connect. The other person can accept or ignore it. It's like asking a classmate, "Can I add you to our group chat?" You can add a short note — up to **200 characters** — to say who you are and why.

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A short invitation note

INVITATION NOTE (MADE-UP EXAMPLE, UNDER 200 CHARACTERS)

```
Hi Ms. Santos! I'm Ana, a fresh accounting grad. I enjoyed your talk
at our school career fair about bookkeeping. I'd love to connect and
learn from your posts. Thank you!
```

Save your notes for strangers

Free accounts can add a personal note to only a few invitations each month. Save your notes for people who don't know you yet. For classmates and teachers, a plain invitation is usually fine.

PICTURE 10 **Pushy vs kind networking**

PUSHY

Easy to ignore

- Blank invite to a stranger
- "Hire me pls"
- Sending the same message to 100 people
- Asking for a job right away

KIND

Easy to accept

- Short note: who you are and why
- Mentions something you share
- A few people, chosen with care
- Asks to learn, not for a favor

People accept invitations from people who are polite, clear and real.

Be seen in a good way

- Like and leave a short, thoughtful comment on posts from people in your field.
- Share something you learned: a certificate, a school project, a short tip. About 2 posts a week is plenty for a beginner.
- Thank people who help you. Congratulate people on new jobs.
- Before you post, ask: "Would I be okay if my future boss read this?"

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QUICK RECAP

Start your network with people who know you: classmates, teachers, org mates, coworkers and family friends. Then add people in your field with a short, kind note of up to 200 characters. Free accounts get only a few notes a month, so save them for strangers. Comment thoughtfully, share what you learn, and post like your future boss is reading.

TRY IT NOW

Your first 10 connections

1. Write 10 names: 5 people you know and 5 people in your field.
2. Write a short note for the 5 you don't know.
3. Send the invitations over a few days, not all at once.

Key takeaways

- Start with people who know you.
- Add a short, kind note for strangers.
- Ask to learn, not for a job right away.
- Post like your future boss is reading.

Quiz: 3 quick questions

1. Who should you connect with first?

A People who already know you, like classmates and teachers

B Random strangers from other countries

C Only company CEOs

2. How long can an invitation note be?

A About 20 characters

B Up to 200 characters

C Up to 5,000 characters

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3. Which note is best for someone you don't know?

A "Hire me pls"

B A blank invitation

C "Hi! I'm a fresh grad. I enjoyed your talk on bookkeeping. I'd love to connect and learn."

Answers

1. **A. People who already know you, like classmates and teachers** — People who know you are most likely to accept and help.
2. **B. Up to 200 characters** — Short notes are easier to read anyway.
3. **C. "Hi! I'm a fresh grad. I enjoyed your talk on bookkeeping. I'd love to connect and learn."** — It says who you are and why, and asks to learn.

PRACTICE TASK

Grow by 70

For 14 days, connect with about 5 people a day. That is 5 × 14 = 70 new connections. Keep a simple list of who you added and why. Also write and post 2 short posts a week (4 posts in 2 weeks) about something you learned.

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CHAPTER 7 · LESSON 5

Open to Work, Job Search and Staying Safe

Now let LinkedIn help you look for jobs — and learn how to keep your profile and your money safe.

Tell recruiters you are looking

New word: Open to Work

Open to Work is a LinkedIn setting that tells recruiters you are looking for a job. You pick the job titles and places you want. It's like putting a small "Available" sign on your stall.

Choice	Who can see it	Good for
Recruiters only	Only recruiters who use LinkedIn's recruiter tools	People who have a job now and want to look quietly
All LinkedIn members	Everyone; adds a green #OpenToWork frame to your photo	Students, fresh grads and people without a job now

LinkedIn says it tries to hide "Recruiters only" from recruiters at your own company, but it can't promise.

Search and save jobs

Use the Jobs tab to search by job title and place. Turn on job alerts so new posts come to you. Before you apply, open the company's LinkedIn Page and its own website to check the job is real. Send your resume and cover letter from Books 1 and 2.

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Protect your account and privacy

- Use a strong, different password, and turn on two-step verification in Settings.
- Set a custom URL: Me, then View profile, then Public profile & URL. Use 3 to 100 letters or numbers, with no spaces or symbols.
- Don't show your home address, birth date or ID numbers on your profile. Employers may not require your age or birth date in job applications (RA 10911).
- Look at Settings, then Data privacy. Check settings like "Data for Generative AI Improvement" and choose what you are comfortable with.
- In the Philippines, you can verify your identity on LinkedIn for free with a government ID. A verification badge helps people trust that you are real.

PICTURE 11 **LinkedIn safety traffic light**



Normal

A recruiter with a full profile from a real company, a job you can also find on the company website, and a chat that stays on LinkedIn or moves to a company email.

Be careful

A brand-new profile with few connections, a job that pays a lot for little work, or someone who quickly asks to move to WhatsApp or Telegram. LinkedIn says 90% of reported scam messages try to move you to private messaging.

Stop

Asked to pay a fee, send your OTP, password or bank details, "like videos for money," invest in crypto, or send copies of your IDs before any real interview. Stop, block and report it.

Green is a normal recruiter. Yellow means slow down and check. Red means it is a scam — don't pay, don't share, and report it.

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Fake recruiters are real

In LinkedIn's 2026 survey, about 1 in 5 professionals said they had been a victim of a job scam. Real employers don't charge you to apply. Report fake profiles or jobs with the three-dot menu. In the Philippines, check jobs on DOLE's **PhilJobNet** or with your city or town **PESO**, and check overseas agencies with the **DMW**. If you are under 18, tell a parent or guardian before you reply to any job message.

QUICK RECAP

Open to Work tells recruiters you are looking: "Recruiters only" is quiet, "All LinkedIn members" adds a green frame. Search jobs, set alerts and check that jobs are real. Use a strong password and two-step verification, set a custom URL, hide private details, check your data privacy settings, and verify your identity. Green is normal, yellow means check, red means stop: never pay or share your OTP.

TRY IT NOW

Do a safety check-up

1. Change your password to a strong one and turn on two-step verification.
2. Remove your birth date, home address or ID numbers from your profile if they are there.
3. Open Settings, then Data privacy, and read each choice once.

Key takeaways

- Open to Work: quiet or public.
- Check that every job is real.
- Strong password, two-step verification.
- Never pay or share your OTP.

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Quiz: 3 quick questions

1. Which Open to Work choice adds a green frame to your photo?

A All LinkedIn members
B Recruiters only
C Neither

2. A "recruiter" asks you to move to Telegram and pay ₱1,000 for "training." What is this?

A A normal first step
B A red flag — likely a scam
C A special offer

3. Which of these should NOT be on your public profile?

A Your skills
B Your headline
C Your home address and ID numbers

Answers

1. **A. All LinkedIn members** — "All LinkedIn members" shows the green #OpenToWork frame to everyone.
2. **B. A red flag — likely a scam** — Real employers don't charge you, and scammers often move you off LinkedIn.
3. **C. Your home address and ID numbers** — Keep private details private.

PRACTICE TASK

Switch it on safely

Set your custom URL, turn on Open to Work with the choice that fits you, and set two job alerts. Make a strong password with the ToolsKo Password Generator and save it somewhere safe, then turn on two-step verification.

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CHAPTER 8

Your 14-Day LinkedIn Plan

About 20 minutes a day for two weeks — about 4 hours 40 minutes in all. By day 14, your profile will be ready to be found.

Start any day. If you are 15, do the writing tasks in a notes app now, and post them when you turn 16. If you are under 18, show your profile to a parent or guardian before you go public.

PICTURE 12 **The 14-day LinkedIn plan**



First look, then your story, then your proof, then your people, then safety and jobs.

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Day	Task (about 20 minutes)	Done?
1	Write your LinkedIn goal. Make your account (age 16+) or open your old one.	☐
2	Take and crop a clear photo. Add a simple banner.	☐
3	Write three headlines and pick one (under 220 characters).	☐
4	Read three job posts and circle your keywords.	☐
5	Write your About section with T-U-L-A-Y.	☐
6	Check the first lines of your About. Fix them until they hook.	☐
7	Add two experiences with result lines and numbers.	☐
8	Add your education, certificates and one project.	☐
9	Add five true skills. Ask one person for a recommendation.	☐
10	Connect with 5 people you know.	☐
11	Connect with 5 people in your field, with short notes.	☐
12	Write your first short post about something you learned.	☐
13	Safety check: password, two-step verification, privacy, custom URL.	☐
14	Turn on Open to Work and set two job alerts.	☐

Bonus exercises

1. **The stranger test**
   Ask a friend to look at your profile for 10 seconds, then tell you what job you want. If they can't, fix your headline.

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2 **Match your papers**

Put your custom URL on your resume and email signature, so all three tell the same story.

3 **Monthly refresh**

Once a month, add one new skill, project or certificate.

4 **Comment habit**

Leave one thoughtful comment a day on a post in your field.

Done, not perfect

A simple, true profile that is finished beats a perfect one you never post. You can always improve it later — and you will.

QUICK RECAP

Days 1–3: goal, photo and headline. Days 4–6: keywords and your T-U-L-A-Y About section. Days 7–9: experience, education, skills and a recommendation request. Days 10–12: connections and your first post. Days 13–14: safety check, Open to Work and job alerts.

TRY IT NOW

Start today

1. Copy the 14-day table.
2. Do Day 1 now.
3. Set a daily reminder on your phone.

Key takeaways

- First look, then your story.
- Then proof and people.

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- Safety before Open to Work.
- Done is better than perfect.

Quiz: 3 quick questions

1. What do you do on Day 5?

A Write your About section with T-U-L-A-Y
B Buy LinkedIn Premium
C Connect with 100 strangers

2. 20 minutes a day for 14 days is about how long in all?

A About 20 minutes
B About 4 hours 40 minutes
C About 14 hours

3. A friend looks at your profile and can't tell what job you want. What should you fix first?

A Your banner color
B Your number of posts
C Your headline

Answers

1. **A. Write your About section with T-U-L-A-Y** — You found your keywords on Day 4, so you can use them in your About.
2. **B. About 4 hours 40 minutes** — 20 × 14 = 280 minutes, which is 4 hours 40 minutes.
3. **C. Your headline** — The headline is the first thing people read.

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PRACTICE TASK

Complete the 14 days

Follow the plan and tick each box. On day 14, write down your headline, your number of connections, and one thing you are proud of in your profile.

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CHAPTER 9

Common LinkedIn Mistakes (and Easy Fixes)

Most weak profiles have the same small problems. Check yours against this list.

PICTURE 13 Weak profile vs strong profile

EASY TO SKIP	EASY TO TRUST
Weak profile	**Strong profile**
✗ No photo, headline says “Student”	✓ Clear photo and a real headline
✗ Empty About section	✓ Short T-U-L-A-Y About
✗ Skills that aren’t true	✓ True skills with keywords
✗ Random connections, no notes	✓ The right people, with kind notes

The difference is rarely talent. It is a clear first look, a true story and good habits.

Now check yourself against this table.

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Mistake	Why it hurts	Easy fix
No photo or a group photo	Looks empty or fake	A clear, recent photo of just you
Headline says only “Student”	Says nothing about your skills	Who you are, top skills, what you want
Empty About section	Misses your best chance to tell your story	Write a short T-U-L-A-Y About
Adding skills you don’t have	You may be tested and lose trust	Only true skills; list what you are learning in your About
Profile and resume don’t match	Looks careless or untrue	Same dates, titles and schools in both
Posting angry or rude things	Future bosses can read it	Ask: “Would I want my future boss to read this?”
Sending blank invites to strangers	Easy to ignore	Short note: who you are and why
Asking strangers for a job right away	Feels pushy	Ask to learn first; build the connection
Sharing birth date, address or IDs	Privacy and scam risk	Remove them; keep private details private
Paying a “recruiter” or sharing your OTP	You can lose money or your account	Never pay, never share; report it

The 10-second test

Open your profile on your phone, count to 10, then look away. Could a stranger tell who you are, what you can do and what you want? If not, fix your photo and headline first.

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QUICK RECAP

Common mistakes: no photo, a “Student” headline, an empty About, untrue skills, a profile that doesn’t match your resume, rude posts, blank invites, asking for jobs too fast, sharing private details, and paying fake recruiters. Each has an easy fix. Use the 10-second test to check your first look.

TRY IT NOW

Check yourself

1. Tick every mistake you see in your profile.
2. Write the fix next to each one.
3. Fix the top two today.

Key takeaways

- Fill the first look first.
- Only true skills.
- Profile and resume must match.
- Do the 10-second test.

Quiz: 3 quick questions

1. Your resume says you worked from 2024 to 2025, but LinkedIn says 2023 to 2025. What should you do?

A Make both say the true dates

B Leave it; no one checks

C Delete your LinkedIn

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2. You are still learning Excel. Where should it go?

A List it as an expert skill

B Mention in your About that you are learning it, and add it as a skill once you can use it

C Hide that you know any computer skills

3. What is the 10-second test?

A Typing your password in 10 seconds

B Posting 10 times a day

C Checking if a stranger can tell who you are and what you want in 10 seconds

Answers

1. **A. Make both say the true dates** — Matching, true details build trust.
2. **B. Mention in your About that you are learning it, and add it as a skill once you can use it** — Honest and growing is a strong look.
3. **C. Checking if a stranger can tell who you are and what you want in 10 seconds** — The first look must be clear fast.

PRACTICE TASK

Your profile rules

Write 5 personal LinkedIn rules (for example, “Only true skills”, “Kind notes only”, “Never pay a recruiter”, “Update monthly”, “Boss-safe posts”). Keep them in your phone and read them before you post or connect.

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CHAPTER 10

Real-Life Examples: Profiles That Worked

These five example stories are based on common Filipino situations (names are made up). Look for the habits, not the details.

A

Ana, 22
Accounting graduate, Pampanga

THE PROBLEM

Her old profile had no photo and a headline that said only “Student.” Hardly anyone looked.

WHAT ANA TYPED

```
Added a clear photo, a headline with her keywords (Excel,
bookkeeping) and a short T-U-L-A-Y About.
```

THE RESULT

Profile views went from about 3 to about 15 a week, and a recruiter messaged her about a junior bookkeeper job.

Lesson: The first look decides if people click.

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J

Joy, 23
Tourism graduate, Cebu

THE PROBLEM

Thought she had “no experience” to show.

WHAT JOY TYPED

```
Added her 300-hour hotel practicum, a school event she helped run,
and results with numbers like “checked in about 25 guests a day.”
```

THE RESULT

Got two interview invites for front desk roles in a month.

Lesson: School and practicum work count. Add results.

P

Paolo, 17
Senior high ICT student, Batangas

THE PROBLEM

Wanted to show his skills but was new to LinkedIn.

WHAT PAOLO TYPED

```
With his parents’ okay, built a simple profile with school
projects, connected with his teachers and org adviser, and posted
about the website he built for his club.
```

THE RESULT

His teacher shared the post, and he learned about a summer program for students through his school.

Lesson: Start with people who know you and share what you made.

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C

Carla, 29
Call center agent, Davao

THE PROBLEM

Wanted to move into a quality analyst role without her boss finding out early.

WHAT CARLA TYPED

```
Chose “Recruiters only” for Open to Work, added keywords like “quality assurance” and “coaching,” and asked her team lead for a recommendation.
```

THE RESULT

A recruiter from another company reached out, and she moved up after two interviews.

Lesson: Use the quiet setting and the right keywords.

J

Jun, 20
Job seeker, Quezon City

THE PROBLEM

A “recruiter” with a brand-new profile offered ₱2,000 a day to “like videos,” then asked him to move to Telegram and pay a ₱500 “activation fee.”

WHAT JUN TYPED

```
Stopped, refused to pay, reported the profile with the three-dot menu, and blocked it. Checked jobs on PhilJobNet instead.
```

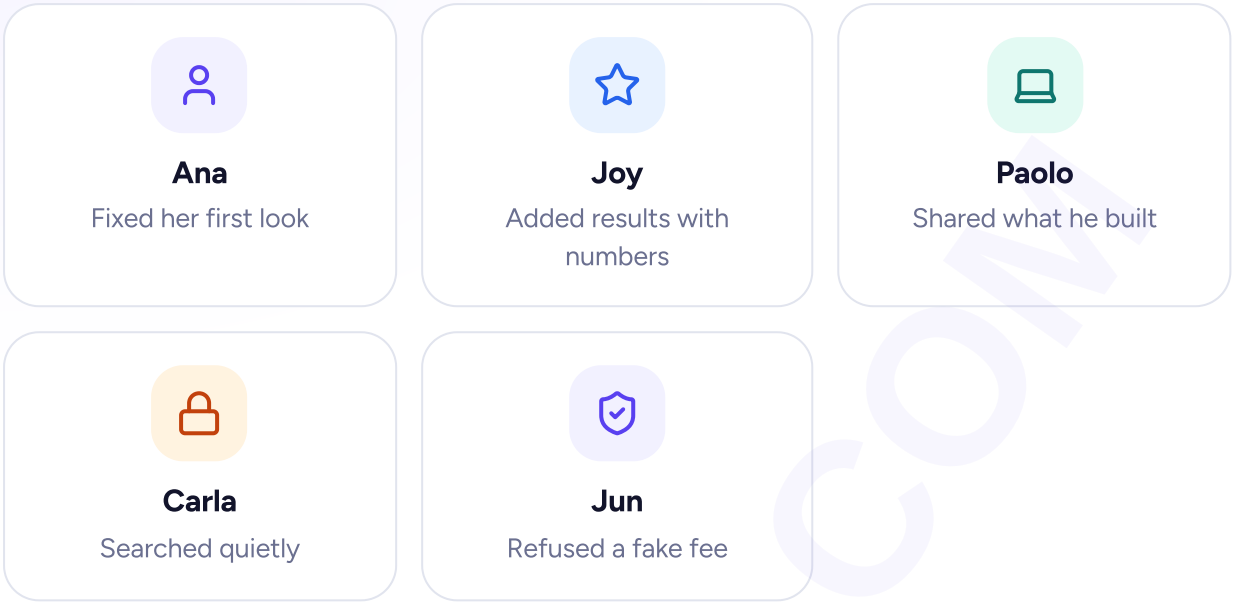
THE RESULT

Kept his money and his account, and found a real part-time job at a PESO job fair.

Lesson: Never pay to work. Stay on LinkedIn and report scams.

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PICTURE 14 **Five profiles**



Different lives, same habits: a clear first look, true results, kind networking, the right settings and staying safe.

What these stories have in common

They made the first look clear, told only true stories with numbers, connected kindly with people who know them, used the right settings, and stayed safe. None of them had a famous job title. They had honest, finished profiles.

QUICK RECAP

Ana fixed her photo and headline; Joy added practicum results with numbers; Paolo shared his school project with his parents' okay; Carla used "Recruiters only" and the right keywords; and Jun refused a fake fee and reported it.

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TRY IT NOW

Your first step

1. Pick the story most like your situation.
2. Copy one habit from it this week.
3. Write how it went after 7 days.

Key takeaways

- Fix the first look.
- Show true results.
- Connect kindly.
- Never pay to work.

Quiz: 3 quick questions

1. What helped Carla look for a new job quietly?

A Posting “I hate my job”
B Choosing “Recruiters only” for Open to Work
C Deleting her profile

2. What did Joy add that made her profile stronger?

A Practicum results with numbers
B More filters on her photo
C Fake skills

3. Why did Jun report the “recruiter”?

A The profile photo was blurry
B He didn’t like the job title
C It asked for a fee and to move to Telegram — scam signs

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Answers

1. **B. Choosing “Recruiters only” for Open to Work** — The quiet setting shows only recruiters, though LinkedIn can’t fully promise privacy at your own company.
2. **A. Practicum results with numbers** — Results help recruiters picture her doing the job.
3. **C. It asked for a fee and to move to Telegram — scam signs** — Real employers don’t charge you, and scammers try to move you off LinkedIn.

PRACTICE TASK

Your profile story card

Write your own story card: your goal, your headline, the first line of your About, your best result with a number, three people you will connect with, and one safety rule you will always follow.

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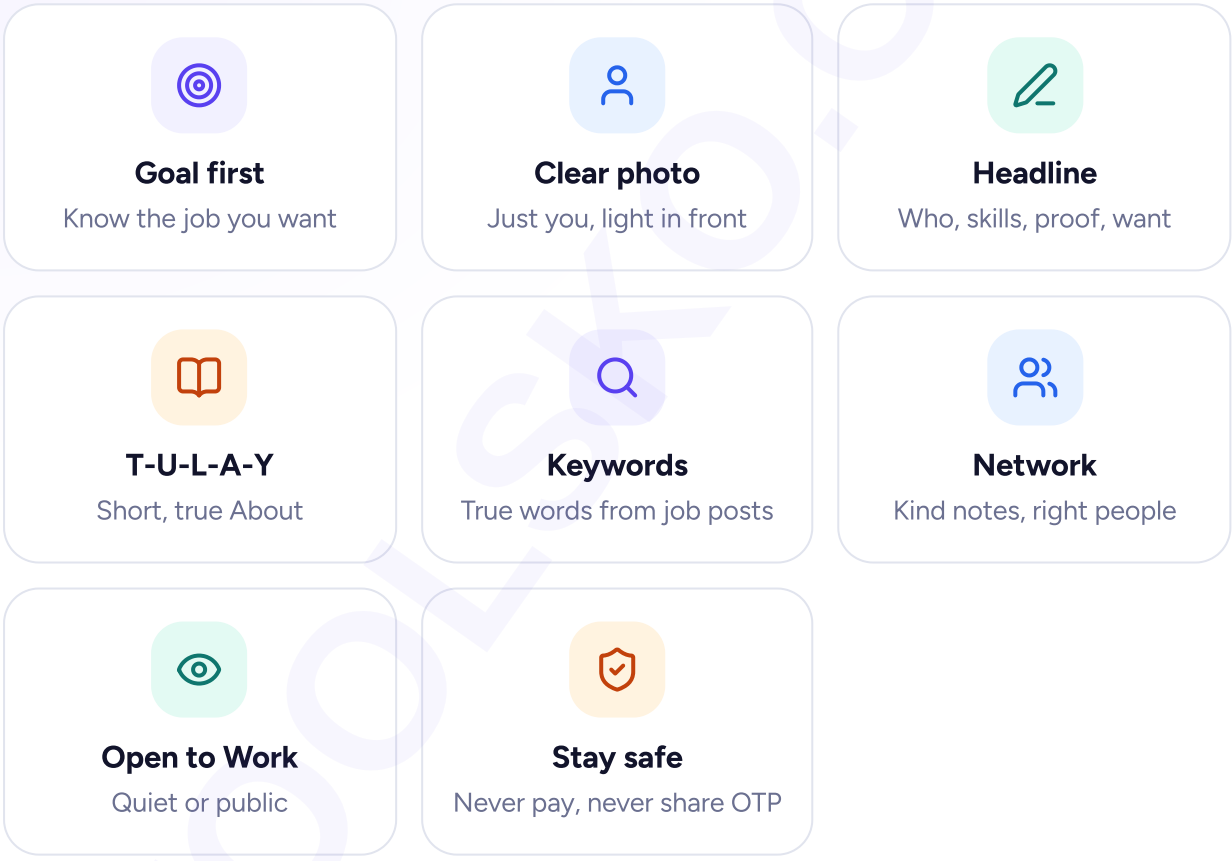
THE END

Quick Summary

Everything important, on one page.

The whole book on one page. Read it every time you update your profile.

PICTURE 15 **Cheat sheet: LinkedIn in 8 cards**



Eight habits that turn an empty account into a profile people can find and trust.

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Remember	In one line
The big rule	Your profile works for you all day: make it easy to find, easy to trust, and always true.
First look	Clear photo (400 × 400), simple banner, headline up to 220 characters.
Recipe	T-U-L-A-Y: Tell who you are, Use proof, List skills, Add what you want, Your invitation.
Proof	Experience with results and numbers, education, certificates, true skills with keywords.
Network	Start with people you know; short, kind notes (up to 200 characters) for others.
Job search	Open to Work (quiet or public), job alerts, check every job on the company site.
Safety	Strong password, two-step verification, private details off, never pay, report scams.

Your profile is ready to work

You know what LinkedIn is, the parts of a profile, how to make a clear first look, how to write your About with T-U-L-A-Y, how to show proof with keywords, how to grow your network kindly, and how to search for jobs safely. Finish your profile this week.

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WHAT'S NEXT

Your Next Learning Path

You finished Book 4. Here is where to go from here.

This is **Book 4**, the last book of the **Resume & Career** series. Here is your path:

PICTURE 16 **Your Resume & Career path**



Resume, cover letter, interview and LinkedIn: you now have the full set of job-hunting tools. Series complete!

What to do next

Next step	Why
Finish the 14-day plan	A complete, true profile that recruiters can find.
Review Books 1 to 3	Make sure your resume, cover letter, interview stories and profile all match.
Grow your skills	The Digital Skills series (Canva, Excel, Google Sheets) adds skills you can list on your profile.
Try freelancing	The Make Money Online series shows how to find online work, from freelancing to becoming a virtual assistant.

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One last tip

Set a monthly reminder called “LinkedIn refresh.” Add one new skill, project, certificate or result each month. A profile that keeps growing tells recruiters that you keep growing too.

Free ToolsKo tools for this book

Put what you learned to work. These tools are free on toolsko.com, need no sign-up, and most work right in your browser.

Image Cropper
Crop your photo to a neat square with your face in the center.
toolsko.com/image-cropper ↗

Resize for All Social Platforms (ZIP)
Get your photo and banner in the right sizes for LinkedIn.
toolsko.com/social-image-resizer ↗

Caption “See More” Cut-Off Preview
See which part of your About or post shows before “see more.”
toolsko.com/see-more-preview ↗

Word & Character Counter
Keep your headline under 220 characters and notes under 200.
toolsko.com/text-tools ↗

Social Media Character Counter
Check your LinkedIn posts against the limit.
toolsko.com/social-media-character-counter ↗

“Tell Me About Yourself” Interview Answer Builder
Turn your interview answer into the start of your About section.
toolsko.com/tell-me-about-yourself-answer-generator ↗

Free Resume Builder (ATS-Friendly, Word & PDF)
Keep your resume and profile saying the same things.
toolsko.com/resume-builder ↗

Cover Letter Generator (Modern, for Any Job)
Write the letter you send with LinkedIn job applications.
toolsko.com/cover-letter-generator ↗

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Email Signature Generator (Gmail & Outlook)
Add your custom LinkedIn URL to your email signature.
toolsko.com/email-signature-generator ↗

QR Code Generator
Make a QR code of your profile link for job fairs and printed resumes.
toolsko.com/qr-code-generator ↗

Password Generator
Make a strong, different password for your LinkedIn account.
toolsko.com/password-generator ↗

Words to know

LinkedIn	A free website and app for work, where people show their skills and employers find workers.
Recruiter	A person whose job is to find workers for a company.
Profile	Your LinkedIn page that shows who you are at work.
Headline	The short line under your name (up to 220 characters).
About section	A short story about you in your own words (up to 2,600 characters).
Banner	The wide picture at the top of your profile.
Custom URL	A short, clean web address for your profile.
Connection	A person you are linked with on LinkedIn.
Network	All the people you are connected with.

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Invitation	A request to connect, with an optional short note.
Keyword	A word recruiters type when they search, like a skill or tool.
Endorsement	A one-click thumbs-up for one of your skills.
Recommendation	A short written note about your work from someone who knows you.
Open to Work	A setting that tells recruiters you are looking for a job.
Two-step verification	An extra login check, like a code on your phone, that keeps your account safe.
Visibility	Who can see your profile and what they can see.

Where the facts come from

1. LinkedIn Job Search Safety Pulse (LinkedIn News, May 6, 2026)
2. LinkedIn job scams push most pros to verify roles before applying (Help Net Security, May 6, 2026)
3. How to let recruiters know you're open to work on LinkedIn (Coursera, updated December 2025)
4. LinkedIn profile URL: how to customize it (Teal, January 2026)
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6. LinkedIn size guide 2026 (Linearity)
7. LinkedIn's verification feature now available in the Philippines (BusinessWorld)
8. LinkedIn set to expand AI training on user profiles, and how to stop it (TechRadar, October 29, 2025)
9. LinkedIn users in the Philippines (NapoleonCat, October 2026 estimate)
10. The eSafety Guide: LinkedIn (eSafety Commissioner, Australia)

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LinkedIn features, limits, menu names and safety advice were checked on November 22, 2026. LinkedIn changes often, so follow what you see in the app and check LinkedIn's Help pages before you rely on a menu name or a limit. All names, schools, businesses and numbers in the examples are made up. ToolsKo is not connected to LinkedIn, Microsoft, or any company, job site, school or government agency named in this book. This book is general information, not legal or financial advice, and it cannot promise you a job. Written by ToolsKo Learn · toolsko.com/learn

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RESUME & CAREER

Book 1	Resume Writing Guide
Book 2	Cover Letter Mastery
Book 3	Interview Mastery
Book 4	**LinkedIn Optimization — this book**



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