



Aqualia on LinkedIn

Presence	Since November 2018
We are	@aqualia
Follow us	www.linkedin.com/company/aqualia

What's LinkedIn?

The **first professional network**, LinkedIn was created as a way to connect professionals worldwide.

How and why do we use LinkedIn?

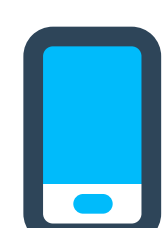
- **It allows us to position the Aqualia brand in an exclusively business environment**, with professional direct connections to contacts and suppliers in our sector.
- **We can recruit professionals** and find new talent.
- **We can promote our services** in a professional environment and expand our sphere of influence and knowledge to other countries.
- **It allows you to obtain information** on the competition and news within the sector.
- **It improves external communication** through the generation of quality content and internal communication, involving our employees in the objectives of the company, making them part of our profile and improving communication.
- **It sends traffic** to our website.
- **It improves the brand's digital reputation** because the know-how shown through the publications we carry out presents us as an expert to our target audience.
- **It works as a connecting factor** between our employees who have a profile on this social network.

How to create an account on LinkedIn



From your computer:

1. **Go to www.linkedin.com and fill in the form** with your name, surname, e-mail and a password of your choice that has at least 6 characters. Click on Join Now and fill out your location details. If you provide LinkedIn with your exact location, it will be able to show you people, jobs and posts that are closest to you.
2. In the next step, **it will ask you if you are a student or if you are working**. In either case, you must specify where. **Be sure to select the right Aqualia profile**. Once you have provided all your details, click *Next* and include your main interests. This section is where LinkedIn tries to get to know you a little better.
3. **Find out who uses LinkedIn among your friends and/or e-mail contacts**. To start looking for them, click on *Continue*.



From a mobile:

1. **Download the LinkedIn app**. Go to the Google Play Store if you are an Android user or the App Store if you are an iOS user and search for LinkedIn. Download the application.
2. **Enter your first name, surname, e-mail address and the password** you will use. You should use your real name when creating a profile.
3. **Select "Join Now"**.
4. **Complete the remaining steps**.

Get the most out of your LinkedIn profile

- **Include a professional photograph** so that other users can identify you.
- **Use your job title correctly**, as defined by the company.
- **Think of a good headline**, emphasizing those key words in the area in which you specialize.
- **Capture the reader's attention** by explaining who you are and what makes you stand out.
- **Add skills** that you have developed in your professional life and make you stand out. These can be validated by your contacts, making your profile more effective.
- **Recommend co-workers or former co-workers**, explaining your relationship, their way of working, successes, etc. In turn, they will recommend you.
- **Create your profile in several languages** to give you more visibility.
- **Share updates** on your profile frequently.

