

# How to not be pretentious on LinkedIn



ILLUSTRATION: ZARIF FAIAZ

**Keep your CV to yourself, even when there's an option to upload it: The best way to communicate your skills is to tailor your CV for each job you're applying to, ensuring it meets the specific requirements of the role, instead of having it up on your LinkedIn.**

SAMEEHA RAHMAN

LinkedIn has become a modern rite of passage into adulthood. The moment you start searching for a way to earn money, the pressure to create a LinkedIn profile kicks in. It's brandished as the ultimate social media for professionals and a cornerstone of networking - a portal where employers and employees alike mingle to share common interests, life updates, and of course, job offers. After all, bills have to be paid.

However, while parading yourself as the best possible fit for that lucrative opening you have been pining for, it is easy to get lost and end up as your worst nightmare: a pretentious hustler. As such, here are some things you should be wary of if you want to keep a fresh, clean image on this tumultuous platform.

**Everyone can see you stalking them. No, really. They get notifications:** Did you know LinkedIn notifies people when you view their profiles? Unless you enjoy the idea of someone knowing you've been snooping, switch your profile viewing to anonymous mode. Go to your Privacy Settings > Visibility > Turn Page Visit Visibility off.

**Keep your CV to yourself, even when there's an option to upload it:** The best way to communicate your skills is to tailor your CV for each job you're applying to, ensuring it meets the specific requirements of the role, instead of having it up on your LinkedIn. A great tip

professionals tend to share is to customise your CV to better align your skills with the job description. Many companies use software to automatically filter out CVs that lack specific keywords. By tailoring your CV, you increase your chances of meeting those criteria and making it through the initial screening.

**Figure out what you want to use LinkedIn for before you use it:** LinkedIn is essentially just a social media platform for professionals. It's not just about landing a job - it's a powerful tool for networking and connecting with others in your industry. It allows you to find like-minded professionals, learn from their experiences, and build connections that might come in handy down the road. So use it to appeal to people in the industry you want to get into.

**But then, what are you actually supposed to do on LinkedIn?**

A great way to use LinkedIn is by building a community, and the first step to doing that is creating an appealing profile. Think of it like a firm handshake - it sets the tone for a strong first impression. A professionally crafted profile not only encourages the connections you want to check out your work but also increases the likelihood of receiving meaningful responses.

Another key advantage is visibility. HR professionals often use LinkedIn to search for candidates, and a well-structured profile that clearly showcases your skills and experiences

can put you on their radar.

You can also leverage LinkedIn to connect with professionals in your field, follow companies you aspire to work with and stay updated on industry trends. Plus, seeing what others share can inspire ideas for your own content.

**What does original LinkedIn content look like?**

It can be anything - from sharing life updates and job experiences to showcasing hobbies you're passionate about. Remember, LinkedIn is essentially social media for professionals, so your content should reflect who you are in a way that resonates with your network.

Before posting, ask yourself: What does this post say about me? Do I have enough expertise to weigh in on this topic? Unlike other platforms, LinkedIn isn't a free-for-all for opinions. Posting about topics unrelated to your field - like a BBA graduate commenting on medical conspiracies - might raise eyebrows.

**With that in mind, here are some ideas for what you can post:**

**Celebrate achievements:** Landed a new job? Got a promotion? Participated in a competition? Post about it! Highlight what you learned or how it helped you grow. Even failures can make great posts - share what you learned and how you're applying those lessons.

**Life updates:** Moving to a new city? Share the journey. If you're in a creative field, even a viral TikTok or Instagram post can become a LinkedIn highlight. Just tie it back to analytics or lessons learned.

**Showcase your hobbies:** Believe it or not, hobbies make for engaging content. Whether it's cooking, gardening, or ghost-hunting (yes, really), share how these hobbies tie into skills like patience or focus.

**Data and analysis projects:** From political data to cricket stats, analysis projects are LinkedIn gold. Marketers can post about SEO trends or viral campaigns. The key is to share insights and post topics relevant to current trends.

**Failures and lessons:** Just like any other platform, even on LinkedIn, people love relatable content. Sharing your struggles can make you more authentic and approachable, and can turn your failures into memorable reads.

Focusing on topics you genuinely care about instead of trying to be something you're not is the key to success, whether it be on LinkedIn or in life. Everything about you doesn't have to be still, pretentious, or all about chasing money - it can be more than that. And showing others you're human, and not just another cog in the 'grindset' machine may give you the edge you need to stand out.

## JOBS SPOTLIGHT

**HSBC**  
Transaction Services  
Analyst, Global Trade  
Solutions



**Deadline:** January 6

**Eligibility:**  
Bachelor's degree from a public/private university with experience in banking operations, particularly in trade.  
**Minimum experience:** N/A

**SELISE Digital Platforms**



QA Specialist

**Deadline:** N/A

**Eligibility:**  
Working experience in software testing (manual and/or automated) and UI automation tools (e.g. CYPRESS, Selenium).  
**Minimum experience:** 4 years

**RTI International**



Data Officer

**Deadline:** N/A

**Eligibility:**  
Bachelor's/Master's degree; experience with Bangladesh national health information systems - DHIS2, DGFP MIS, Surveillance, eLMIS, SCMP, HRIS, etc.  
**Minimum experience:** 1-3 years



**MJL Bangladesh PLC.**

Executive/Senior Executive - PP, QM & PM (SAP)

**Deadline:** January 9

**Eligibility:**  
BBA/BSc in any discipline, or BBA with a Minor in Information Systems or similar.  
**Minimum experience:** 1-4 years

**FOR MORE DETAILS AND THE APPLICATION LINKS, SCAN THE QR CODE BELOW.**



## EMK Center launches Small Grant 2025

EMK Center has launched its Small Grant 2025 program. According to a press release, the EMK Small Grant provides funding to projects that "inspire change, celebrate innovation, and strengthen the ties between the people of the United States and Bangladesh".

As per EMK Center, this year's program focuses on five themes: democratic values, economic empowerment, environmental sustainability, STEM education, and arts and culture. The amount of the grant award will be between BDT 200,000 and 500,000, with the project running

from February to August 2025.

Selected applicants will participate in a final pitch session to showcase their ideas and negotiate budgets. Winners will be announced in February 2025, with funded projects launching immediately thereafter. Applications are accepted online until January 15, 2025.

# Realistic work resolutions to make 2025 your best year yet

SHAMS RASHID TONMOY

Let's face it: New Year's resolutions often lose steam after the first week. But progress, no matter how small, is a victory. As such, it is important to keep realistic goals in mind when charting out your New Year's resolutions, especially when it involves your work.

Here are some down-to-earth career resolutions you could work towards to boost your professional life - one small step at a time - in 2025.

**Revisit an old skill**

"Pick up a new skill" is one of the most common goals in any New Year's Resolutions list. However, instead of diverting your time and energy towards forcefully honing a new skill, maybe go back and pick up a skill you practised before but haven't fully learned yet. Familiarity will ease the process, and mastering it could bring fresh opportunities.

**Reassess your goals**

The new year is a great time to reflect on where you want to be in the next five years. Identify any skills or training you need to pursue, both old and new ones. If you feel you need a career switch, the new year is a good time to think about alternate options as well.

**Take a digital detox**

In today's screen-driven world, our eyes are glued to our phones and computers almost 24/7. However,



ILLUSTRATION: ZARIF FAIAZ

taking small moments away from the ever-consuming screens will refresh both your eyes and mental well being. In the new year, try taking short exercise breaks during work, catching up with friends, or even reading a book - anything to get some much-needed digital detox.

**Delegate what you can**

This new year could be the best time to decrease pressure on yourself, especially if you are in a managerial or supervisory role. While your job might be to look over others, you should start delegating responsibilities, especially the ones of lesser importance, to your team members. With a more controlled workload, you will be able to focus

better on the tasks that require the utmost attention.

**Remain committed to your resolution**

Whatever resolution you choose, stick with it. Instead of tackling all resolutions at once, choose one goal at a time and work towards it, so you don't get overwhelmed by the self-imposed pressure. Enlist the support of colleagues or loved ones when needed, and remember: progress on even one resolution is better than none.

This year, focus on progress over perfection. With small, deliberate steps, you can make resolutions that drive meaningful growth in your career.

# Apple is closing in on \$4 trillion valuation

NEXT STEP DESK

Apple is nearing an unprecedented \$4 trillion stock market valuation due to investor optimism surrounding its recent advancements in artificial intelligence (AI) and hopes for a revival in iPhone sales, according to a report by Reuters.

The tech giant's stock has surged approximately 16% since early November, adding \$500 billion to its market capitalisation. At the time of writing, Apple is valued at \$3.86 trillion.

This marks a significant lead

over competitors such as Nvidia and Microsoft. Analysts have pointed to Apple's integration of OpenAI's ChatGPT across its devices earlier this month as a key factor in boosting sentiment, as per the report.

Apple's fiscal first quarter revenue forecast indicates modest growth in the "low- to mid-single digits", raising questions about the momentum of the iPhone 16 series during the holiday shopping season. However, analysts expect a rebound in iPhone revenue by 2025, driven by expanding AI capabilities and wider geographic availability.



PHOTO: KEMING TAN/UNSPLASH

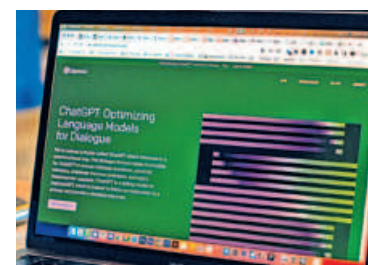
# OpenAI to turn for-profit from non-profit

NEXT STEP

OpenAI announced on Friday that it plans to restructure as a public benefit corporation (PBC) - shifting to a for-profit company from its previous non-profit structure.

According to the company, this change is aimed at helping the company raise more money to fund its efforts in developing advanced AI systems, including artificial general intelligence (AGI) - AI that could potentially surpass human intelligence.

The new structure will turn OpenAI's for-profit branch into a



PBC based in Delaware. This type of company is required to balance making money with benefiting society. OpenAI says this move will make it easier to attract investors who need a simpler setup to invest

large amounts of money, as per a recent report by Reuters.

OpenAI's last funding round in October raised \$6.6 billion, valuing the company at \$157 billion. However, the funding came with conditions - OpenAI had to promise to remove profit limits for investors within two years.

Even with the restructuring, OpenAI's nonprofit branch will still play an important role. It will own a large share of the new PBC, based on evaluations by financial experts, making it one of the best-funded nonprofits ever, says the company.