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Her Profile, Her Power

A LinkedIn Guide for Young Women Leaders going in Erasmus



A guide created under the ReGeneration movement

Special Mentions

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INVOLVED ORGANISATIONS
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This guide was written by Alexandru Constantin Nemtoc, the project manager and contact person of the Romanian partner, Asociatia DIVIT.



WEBOGRAPHY
present in the guide

The creation of this guide was based on personal experiences of the team of Asociatia DIVIT, questionnaires addressed to the sent participants, but most importantly, specialist literature/trustworthy sources. The authors and articles used will be mentioned in the end of the guide.

Welcome to **Her Profile, Her Power**

Young Women Leaders,

This guide helps young women build a clear, safe and honest LinkedIn profile, and shows where to place their Erasmus+ project on it. It is written for participants in the girl-leadership KA152 youth project and can be read alone or used in a workshop.

How to use it?
Read Chapters 1 and 2 first, because they decide whether and how you publish a profile. Then follow Chapters 3 to 5 with your phone or laptop open, and tick the checklist in Chapter 7.

Age note.
LinkedIn's User Agreement says its services are not for people under 16, and in UE countries the age of digital consent under GDPR is also 16.
If you are younger, do the exercises on paper or in a private document and publish later. Nobody should open an account before the right age.

Three rules that run through the whole guide:
Choose safety before visibility. A profile is public by default for many people. Choose what to show.
Use only true statements. Write what you did, with the dates you know. If something is missing, leave it out or write ___ until you check.
Your words, your story. Use the examples as models, not as text to copy.

Warm regards,



Alexandru Constantin Nemtoc
Project Manager at Asociatia DIVIT



Chap. 1
Why LinkedIn, and is it for you yet?



LinkedIn is a professional network. People use it to find studies, volunteering, internships, mentors, partners and jobs, and recruiters, universities and NGOs use it to look people up. For a young leader, a short, accurate profile lets others find you and see what you have done.

What a profile can do for you?

- Show your project experience in one place, including Erasmus+ mobilities that never appear on a school certificate
- Make it easy for new contacts from the exchange to stay in touch
- Help you find role models and mentors in the fields you like

What it cannot do for you?

- It does not replace a CV, a motivation letter or real conversations.
- It does not need to be perfect or finished. A short, true profile is better than a long, copied one.

Are you ready?

Answer with “Yes” or “No” in order to analyse what is your current status and what would be the next steps.

Questions

Am I 16 or older?

If the answer is “No”, prepare the text on paper and publish when it will be possible.

Do I know who can see my profile?

If the answer is “No”, read Chapter 2 before you create anything.

Can I explain, in two sentences, what I did in one project?

Do Chapter 4 first, then come back.

Informal Mentor

Question:
Do I have a trusted adult or youth worker I can ask if something feels wrong?

If the answer is “No”, it is recommended to ask a more experienced friend, family member or teacher to help you.
For the Romanian participants going to the mentioned “Girl Youth Exchange” project in Belgium, that person can be Alexandru Nemtoc.

Research Note

A study of about 10 million LinkedIn users in the IT sector in the US and UK found that women were less often connected to employees of large technology companies, and that connection strength was linked to reports of promotion and relocation, with a stronger link for women. (Kalhor et al., see the literature section).



Chap. 2
Safety, privacy and safeguarding

Protection of participants is a principle of Erasmus+ projects, and it continues online. Spend ten minutes here before you build anything.

What to keep off your profile

01 Home address, phone number, personal email

Why?
Strangers can use it to find or contact you.

What to use instead?
Contact through LinkedIn messages only.

02 Birth date

Why?
It can be used in Used in identity fraud.

What to use instead?
You can leave it empty. If somebody asks you specifficaly, consult your “Informal mentor”

03 School name and class, if you are under 18

Why?
It makes easier for people to locate you.

What to use instead?
Your city or region, or just your country. If you want to mention your study area, you can add it in bio.

04 Photos of other people

Why?
Protection comes from all of us. If they didn’t agreed, don’t post them.

What to use instead?
Photos only with their consent.

05 Passport, tickets or travel documents

Why?
All of these contain very personal data.

What to use instead?
Photos of the destination or event after you came back.

Settings to check on the first day

1. Who can see your profile and your connections list.
2. Who can see your profile photo.
3. Who can see your email address, if you added one.
4. Whether your profile appears in public search results.

LinkedIn's menu names change from time to time, so look for the Settings area for visibility and privacy rather than a fixed path.

Fake people and scams

Be careful with accounts that have few connections, a very polished photo and a vague job, especially if they write to you first.

A real opportunity never asks you to pay money, send documents or move to another chat app.

If someone writes something that makes you uncomfortable, stop replying, block the person and report the message on LinkedIn.

Consent for photos and posts

Before you publish an image of a group, ask everyone in it. For participants under 18, ask a parent or guardian too, as for other project documents. If one person says no, do not post the picture.

Accounts of the project

If your organisation has a LinkedIn Page, only authorised people should post on it, and they should follow the organisation's safeguarding and data protection rules.



Chap. 3
Build your profile step by step

Work in this order. Each row says what to write, what to avoid and gives a model with ___ for the facts only you know.

Section	What to do	Don't do	Model
Photo	Clear face, good light, plain background, you alone	Group photos, filters, party pictures, AI generated photos	A friendly, simple portrait
Banner	A simple image or colour, with your name or a keyword	A busy picture with text you cannot read on a phone	___
Headline (220 characters at most)	Say what you do and what you care about	Only "Student" or a long list of buzzwords	"Student of ___ | Youth leadership | Erasmus+ participant"
About	3–4 sentences in the first person: who you are, what you did, what you want to learn	Copying a template word for word, exaggerating	See the formula below
Experience	Roles you really held, with dates	Calling a role by a bigger title than it was	"Business Operations Intern at ___"
Volunteering	Events, clubs, school or community work	Listing every small task	"Volunteer, ___ | ___ – ___"
Education	School or university, field, years	Marks or addresses	___
Skills	5–10 skills you can show with an example	Skills you only heard about	Teamwork, Public speaking, Intercultural communication
Languages	Each language with an honest level	Overstating a level	Romanian: native | English: ___
Open-to-work setting	Visible to recruiters only, if you use it	Public banner if you do not need it	n/a

These are only examples of how you can fill your LinkedIn profile and don't count as official advice from LinkedIn.

Check your text against these questions

1. Is every sentence true and something I can explain in an interview?
2. Would I be comfortable if my teacher, my family and a stranger read this?
3. Does it say what I did, not only what the project did?

The About formula

I am ___ (what you are, e.g. a student of ___). I like ___ (topic) and I took part in ___ (project), where I ___ (what you did). I am learning to ___ and I would like to ___ (next step). Open to talk about ___.

Example (with blanks you must fill yourself)

I am a student of ___ who likes ___. In ___ I took part in an Erasmus+ youth exchange on girls' leadership in ___, where I ___. I am learning to lead a team and speak in public, and I would like to ___Example (with blanks you must fill yourself).

Erasmus experience

There is no dedicated section on LinkedIn to add your Erasmus projects, but it is for sure an important part of your experience. What we do is to add the non-formal projects under the “Courses“ section, and the Erasmus BIPs (from university/school) under the “Education” section. You will see in chapter 5 many alternatives and options of adding your Erasmus+ projects on LinkedIn.



Chap. 4

Turn leadership moments into profile lines

Leadership on a profile is not a title. It is a short, true story about something you did and what changed. Use three steps for each moment.

Situation
what was the task or problem?

Action
what did you do yourself?

Result
what happened, even if small (a team finished, a group understood, a plan was agreed)?

Example in three lines (fill in your own facts)

Situation: my group of ___ people had to prepare ___ in ___ hours.
Action: I ___ (e.g. shared the tasks, kept time, presented).
Result: we ___.
Profile line: "Led a group of ___ in preparing ___ during an international youth exchange."

Say "I", and say it with confidence

Instead of	Write
"I just helped a bit"	"I coordinated ___" (only if you did)
"We did a workshop"	"I co-led a workshop on ___ for ___ participants"
"I was lucky to be chosen"	"I was selected to take part in ___"

The rule from the start of the guide still applies: if you did not do it, do not write it. If you are unsure of the size of your role, ask your group leader or coordinator.

Use the Youthpass vocabulary

Youthpass is the European recognition tool for learning in Erasmus+ Youth and European Solidarity Corps projects. It documents non-formal learning and is issued by the organisation that signed the grant contract, to participants who want a certificate. Its certificates are organised around the eight key competences for lifelong learning, which give you ready words for your skills.

Key competence	A leadership moment from the project
Literacy	Presenting your group's work, writing the daily summary
Multilingual	Working in English with people from other countries
Mathematical, science, technology and engineering	Planning a budget or a schedule for an activity
Digital	Making a poster, a short video or a shared document
Personal, social and learning to learn	Giving feedback, handling a disagreement, reflecting on what you learned
Citizenship	Discussing rights, equality and participation
Entrepreneurship	Turning an idea into a small action or event
Cultural awareness and expression	Sharing your culture, performing, creating together



Chap. 5
Where to add an Erasmus+ project

There is no dedicated section on LinkedIn to add your Erasmus projects, but it is for sure an important part of your experience. What we do is add the non-formal projects under the "Courses" section, and the Erasmus BIPs (from university/school) under the "Education" section.
In the table below you will find other alternatives for your Erasmus experience placement. Think about what would fit you the best and be completely HONEST when you describe it.

LinkedIn Section	What goes there	Tip
Projects	The project name, dates, a 2–3 line description, partner countries	The best home for a youth exchange. Add a link to a public post or the organisation's page if there is one.
Volunteering	Your role (participant, group leader, facilitator) and the organisation that sent or hosted you	Use it only if you held a clear role.
Licenses & certifications	Your Youthpass certificate: name, issuing organisation, date	Add it only after you have received it. Do not describe it as a diploma or a degree.
Skills	The skills you practised, using the words from Chapter 4	Pick the ones you can show with an example. Pin your top three.
Featured	A post or a photo from the project	Only with the consent of everyone shown (Chapter 2).
Honors & awards	A formal recognition given to you or your team	Skip it if there was none.
Experience	Usually not for a short exchange	Use it only if the project was a longer role, such as a volunteering placement.

These are only examples of how you can fill your LinkedIn profile and don't count as official advice from LinkedIn.

You can also combine the sections from the table, but if it feels like it is taking up too much of your profile, it might be a good idea to keep only the most complete one.

If you took part in several mobilities, list each one as its own entry, with the type first, so the section reads like a short record.



The Erasmus+ project is funded by the EU, and the funding must be acknowledged in communication about it. The European Commission's rules for EU-funded projects say to show the EU emblem together with the words "Funded by the European Union" or "Co-funded by the European Union", written in full, and not to change or merge the emblem with other graphics. Your grant agreement may add rules. Before you post, ask your organisation for the approved logo and sentence, and use them as given. The rules are for the organisation's communication, and your own post about your experience should still stay true and respectful of the others in the project.



Chap. 6

Be active: network, first post, mentors

A profile that nobody sees helps no one. These small habits take about ten minutes a week.

01 Connect with people you know first

- Participants, facilitators and group leaders from the project, teachers, and people you volunteered with.
- Add a short note: "Hello ___, we met at ___. I would like to stay in touch."
- Accept only requests from people you recognise, or whose profile you checked (Chapter 2).

02 Follow, then learn

- Follow the organisations and people in the fields you like (youth work, EU programmes, your study area).
- Read for a week before you comment. Then leave one short, respectful comment a week.

03 Write a first post

Part	What to write	Model
Hook	One line about a moment	"The hardest part of leading a group was ___."
What you learned	Two or three sentences	"I learned to ___ and to ___."
Thanks	The people and organisations behind it	"Thank you to ___ for ___."
Funding line	The approved sentence and logo from your organisation	___

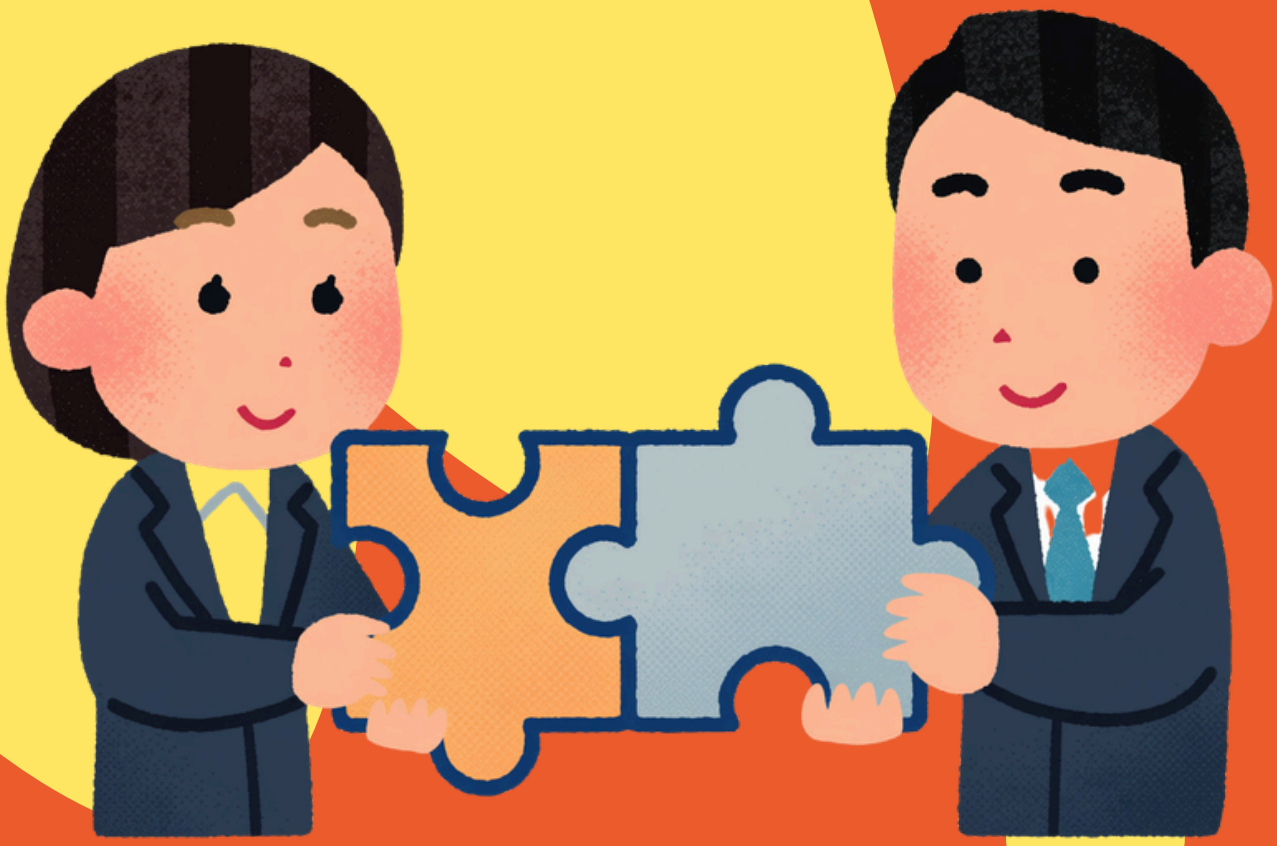
Do not tag people who have not agreed, and do not post pictures of others without consent.

04 Ask for guidance

- A mentor can be a teacher, a youth worker, or a woman in a job you find interesting.
- Write three sentences: who you are, what you admire about their work, one clear question. Do not ask for a job in the first message.
- Say thank you, whatever the answer.

05 Give something back

Share a useful article, congratulate a friend on a new role, or answer a question you know. Networking works both ways.



Chap. 7
Check yourself

- [ ] I am old enough to have an account, or I am preparing for later
- [ ] My privacy settings are checked (Chapter 2)
- [ ] No address, phone number, birth date or school class is visible
- [ ] My photo shows only me
- [ ] My headline says what I do and care about
- [ ] My About is 3–4 true sentences in my own words
- [ ] The project is in Projects, with dates I checked
- [ ] My Youthpass is listed only if I have received it
- [ ] I have 5–10 skills, with my top three pinned
- [ ] I connected with at least five people I know
- [ ] I know whom to tell if someone makes me uncomfortable

Webography

All sources below were opened on 8 November 2026, except where a note says otherwise. Check the current version of each before you quote it, because platform terms and EU guidance change.

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Thank You!

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