



Sociálna sieť profesionálov - LinkedIn

Martin Foltin

<https://www.linkedin.com/in/mfoltin/>

3.5.2022

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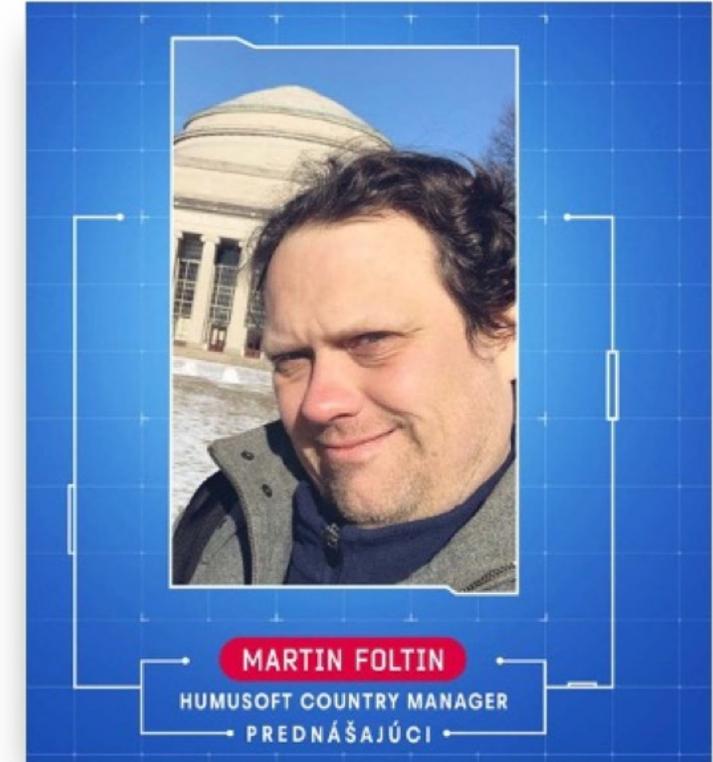


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Martin Foltin



- Gymnázium Bilíkova
- FEI STU
 - Bc. → Ing. → PhD. → výskum → učenie → vedenie
- HUMUSOFT
 - MATLAB
 - COMSOL
 - dSPACE
- LinkedIn (hobby)
 - <https://www.linkedin.com/in/mfoltin/>



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- Študujete?
- Plánujete
 - Zamestnať sa
 - Podnikať
- Uvažujete o pôsobení v zahraničí?
- Používate LinkedIn?
- Čo očakávate od seminára?



LinkedIn – kam kráčaš?



- Založené v 2002
 - Sieť pre HR
- 2004 – 1M používateľov
- 2016 – vstup Microsoftu
 - Transformácia na skutočnú sociálnu sieť
- 2022
 - Sieť pre profesionálov
 - 800M+ používateľov
 - 2M postov / deň
 - Stále rastie
 - Wall Street Journal – „najdôveryhodnejšia soc. sieť“



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LinkedIn na Slovensku



- 623k používateľov
- 82% VŠ vzdelanie

Počet užívateľov sociálnych sietí na Slovensku

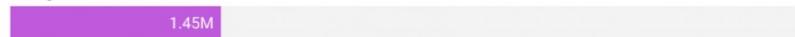
Dáta za jan/dec 2020

Facebook Instagram LinkedIn Snapchat Twitter

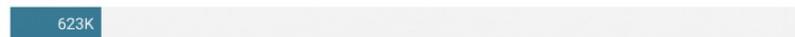
Facebook



Instagram



LinkedIn



Snapchat



Twitter



Chart: fb/@OpolitikeSK • Source: NapoleonCat, We Are Social • Created with Datawrapper

- 35 rokov
- Vysoká škola
- Vlastný byt
- Obchod / marketing
- Záujem o nové technológie
- iPhone
- Windows
- smarthodinky

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- Generácia Z

~ 2000

2001 - wikipedia

2004 - facebook

2007 – iPhone

2007 – 3G na Slovensku

2010 - instagram

- Kde všade ste?

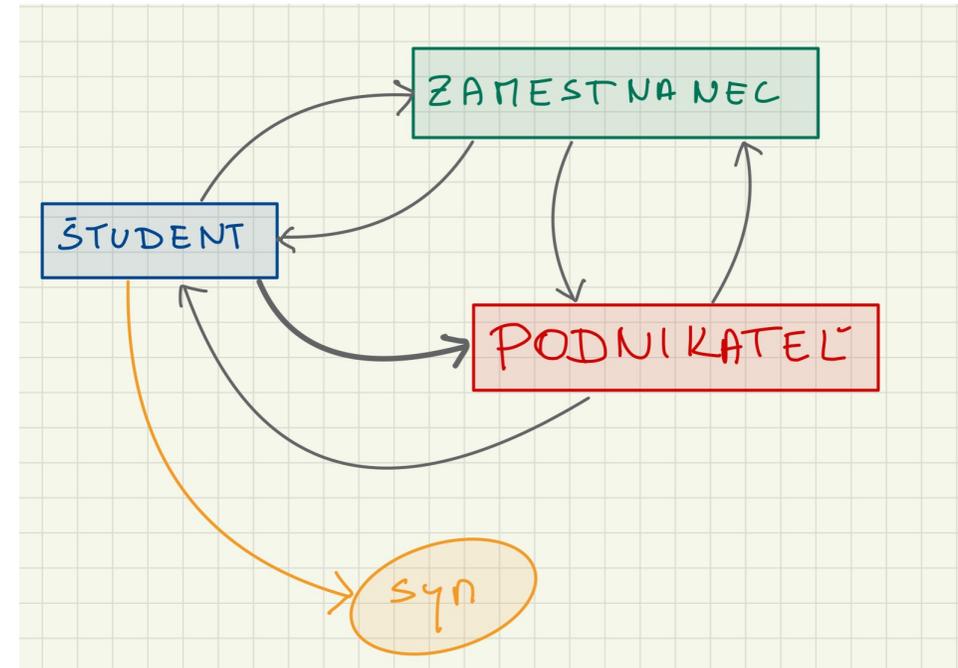
- Facebook?
- Instagram?
- Twitter?
- TikTok?
- LinkedIn?
- Discord?
- ... ?

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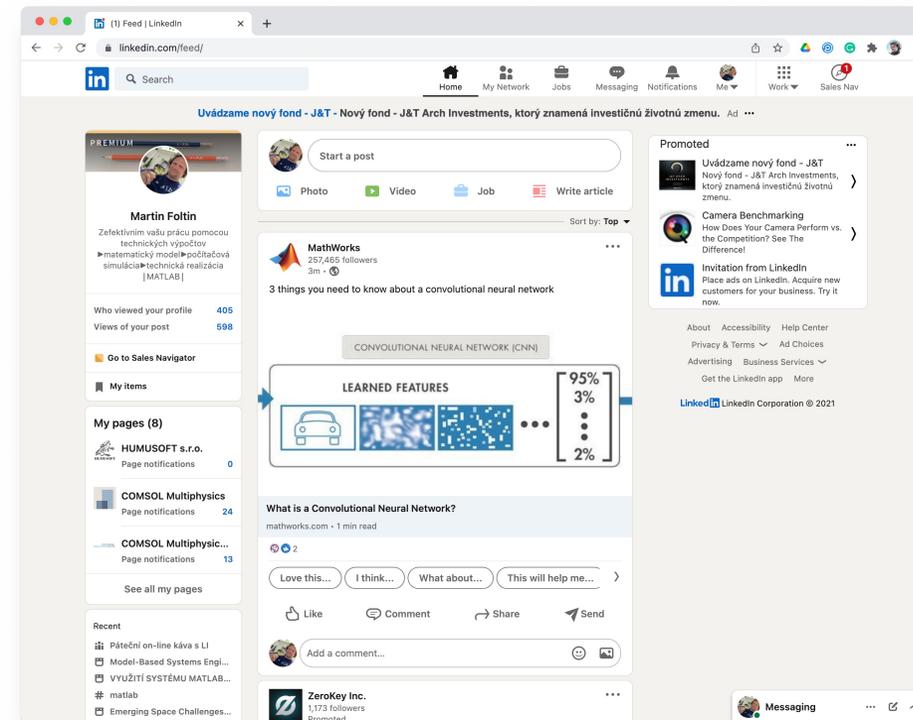
- V každej etape naberáme
 - Kontakty
 - Skúsenosti
 - Zručnosti
- Na evidovanie tu máme LinkedIn



Môj online business svet



- Životopis na jednom mieste
- Budovanie kontaktov
- Sledovanie relevantných kanálov
 - Osobnosti
 - Firmy
- Osobná značka



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Osobná značka?



- Čo to vlastne je?
 - Miesto pre diskusiu

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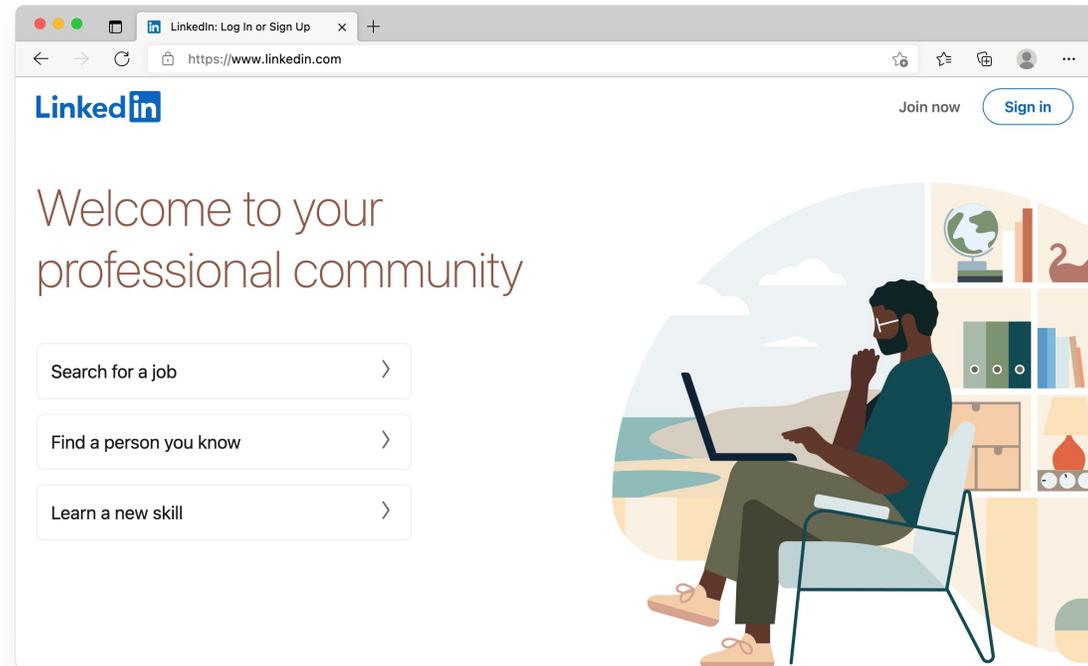


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Ako na to?



- Osobný profil
- Založ si konto
 - Opráš ak máš
- Vyplň zásadné veci
 - aktualizuj

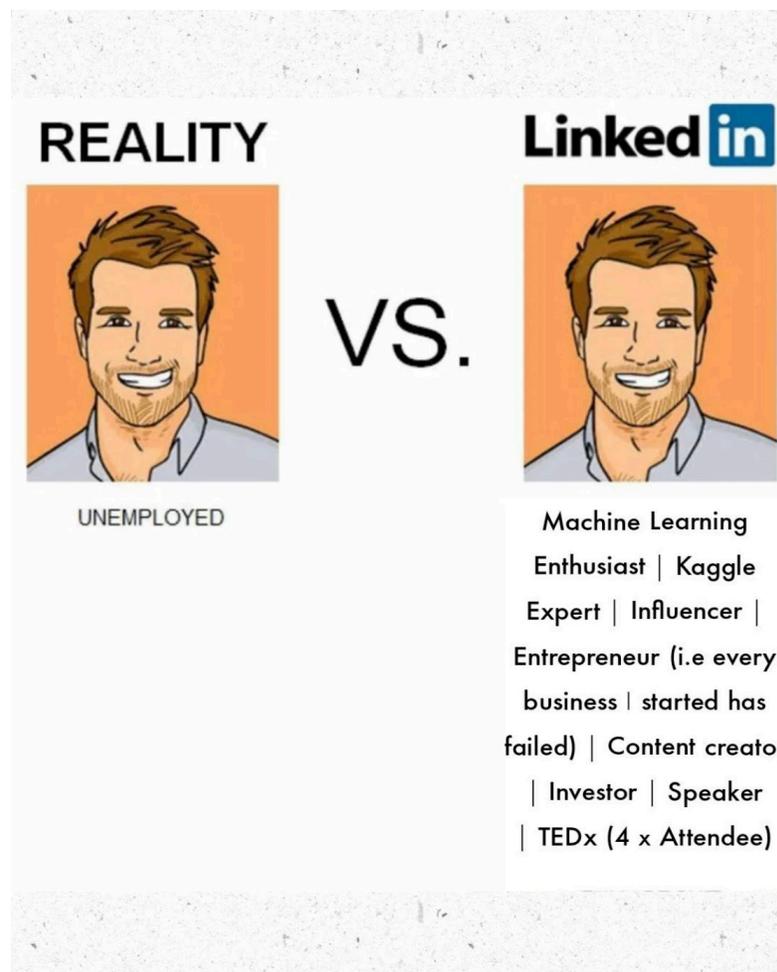


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Osobný profil



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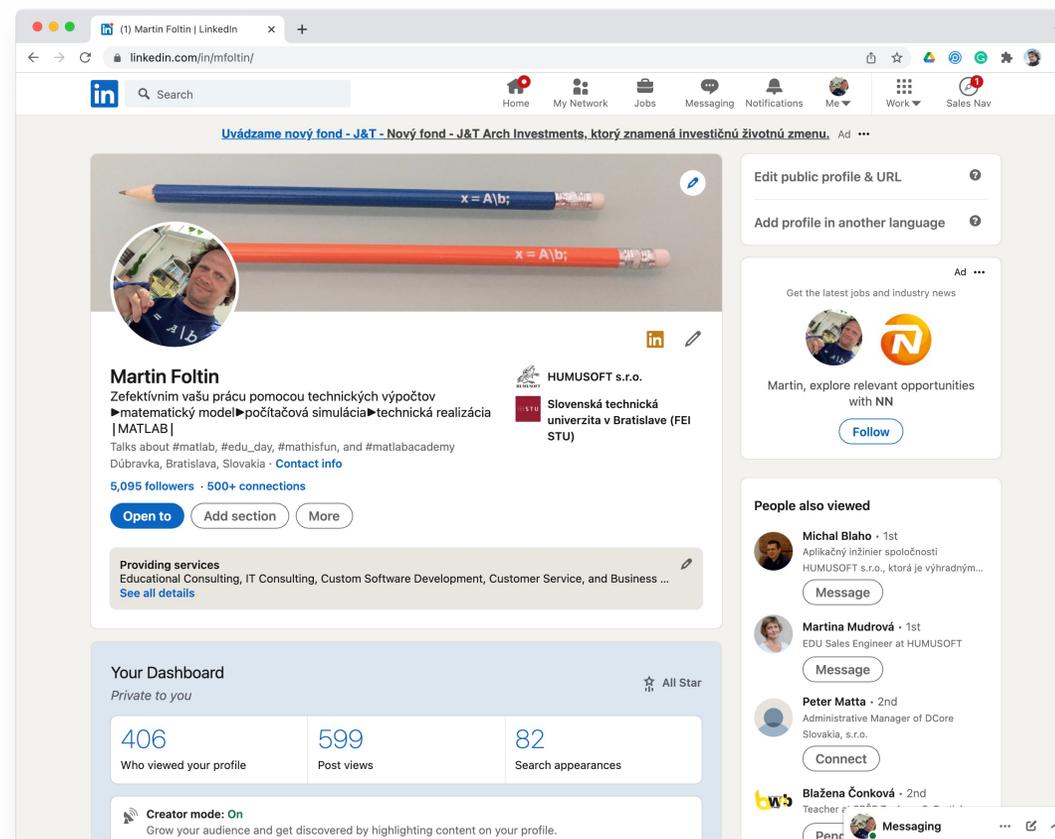


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Osobný profil



- Meno
 - Diakritika
 - Tituly netreba
 - Zrozumiteľná URL
- Headline
 - Pozor na motto
 - Zobrazuje sa pri vyhľadávaní
- About
 - ťažisko



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Motto – kameň úrazu



Radek Brejcha · 1st

For every problem there is a solution.

Kladno

 Petr Byron, Pavel Benes, and 3 other shared connections

[Message](#)



Lubor Zháňal · 1st

Vládu kočkám

Brno

 Petr Byron, Jan Danek, and 19 other shared connections

[Message](#)



Martin Kožíšek · 1st

Product Manager at HUMUSOFT s.r.o., responsible for COMSOL Multiphysics and engi...

Czechia

 1.4K followers · Michal Sastinsky, Matus Kiczko, and 194 other shared connections

[Message](#)



Jaroslav Jirkovský · 1st

Application Engineer MATLAB

Czechia

 Michal Sastinsky, Petr Byron, and 38 other shared connections

[Message](#)

[Linked Akademie](#)

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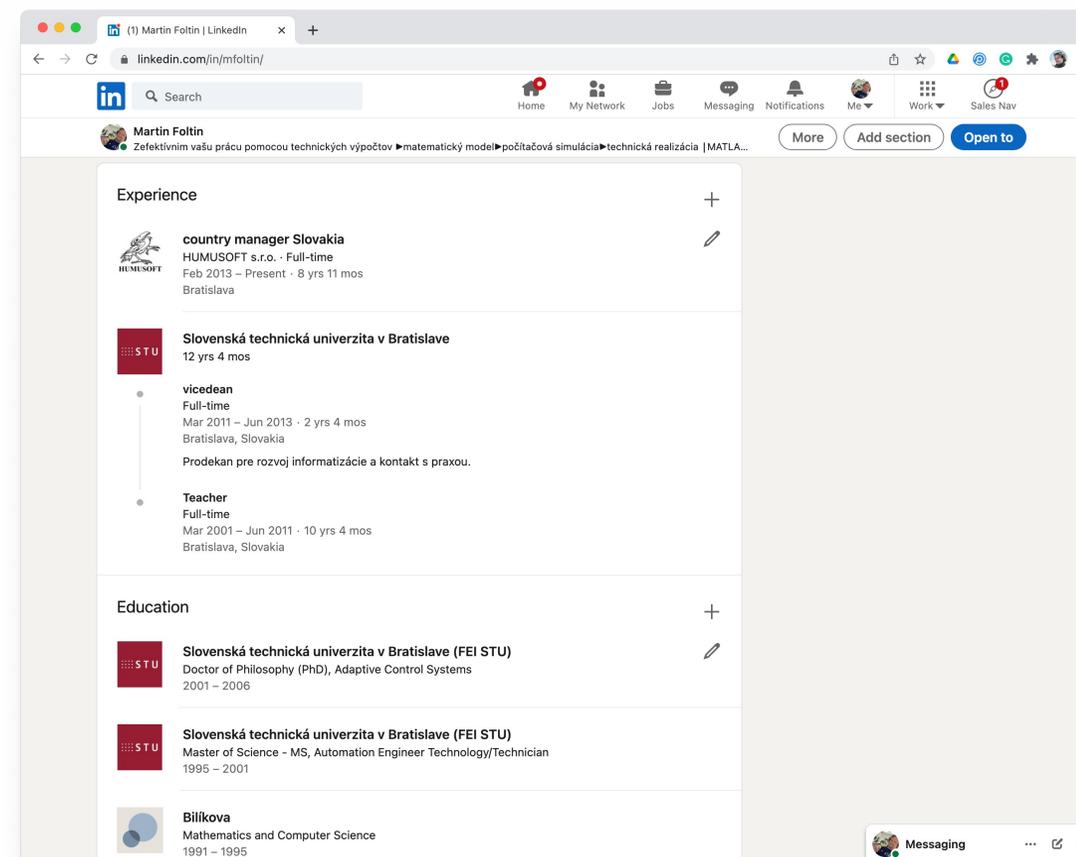


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Osobný profil



- Experiences
 - Ste na začiatku
 - Časom sa to bude plniť
 - Relevantné brigády
- Education
 - Ťažisko
- Licensing & certification
 - Niečo to o vás vypovedá



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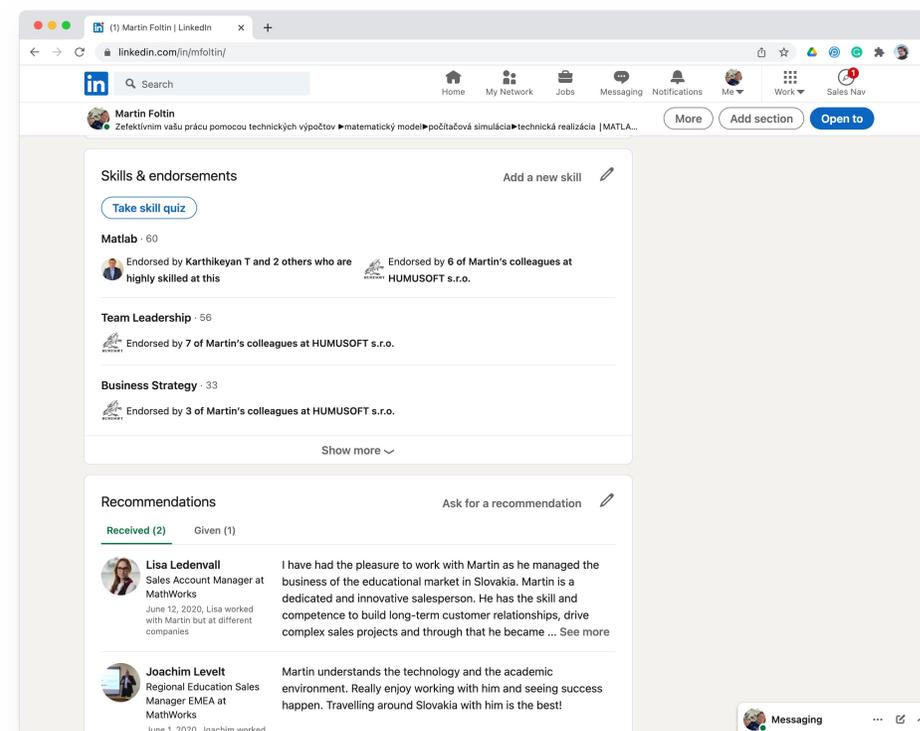


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Osobný profil



- Skills & endorsements
 - Zamerajte sa na 5-10, ktoré sú relevantné a vypovedajú o vašich prednostiach.
 - MS Office
- Recommendations
 - Podporujú vašu odbornosť
 - Žiadajte / dávajte



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Dost' bolo technikálií

Ideme premýšľať 🤔

a.k.a. STRATÉGIA

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- **Čo očakávam od LinkedIn**

- Čerpať informácie?
- Dolovať kontakty
- Zviditeľiť sa?

- **Kto je váš ideálny kontakt?**

- Riaditeľ?
- Technológ?
- Vizionár?

- **Čo so sebou?**

- Podnikanie?
- Zamestnanie?
- V čom vynikám?

Nájdite si pokojné a príjemné miesto

Pero a papier

Premýšľajte

Dajte si pár dní odstup a opäť sa k odpovediam vráťte

Položte si nové otázky

Máte to?



Máte to?

Tak a teraz si aktualizujte PROFIL a HURÁ DO SVETA!

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BUDUJEME SIEŤ KONTAKTOV

AKO TO FUNGUJE

AKO NA TO

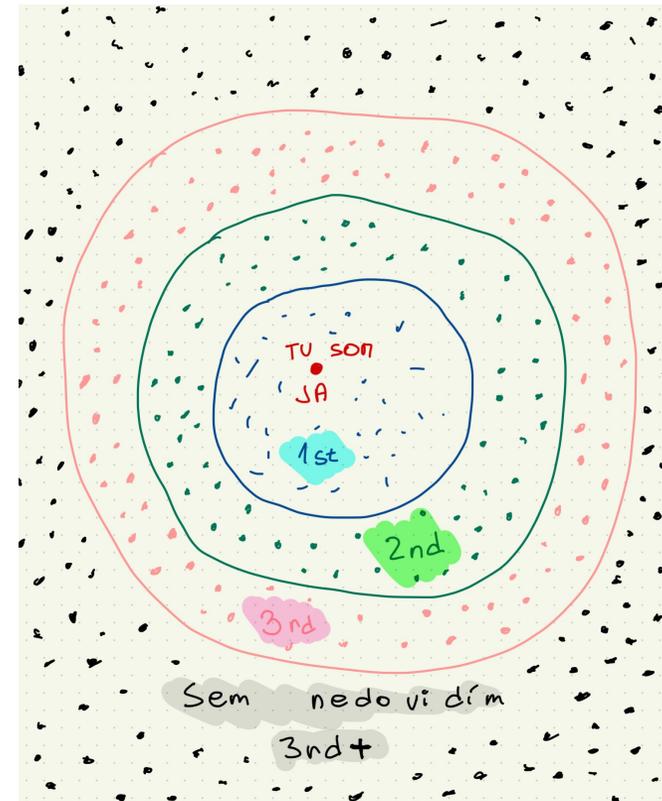
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Princíp snehovej gule

- 1. stupeň
 - Priamo vaše kontakty
- 2. stupeň
 - Kontakty vašich kontaktov
- 3. stupeň
 - Kontakty vašich kontaktov a ich kontakty
- 3+ nevidím
- Hra funguje tak, že z 2 a 3 robím 1 a tým zväčšujem svoje “územie” (dosah)

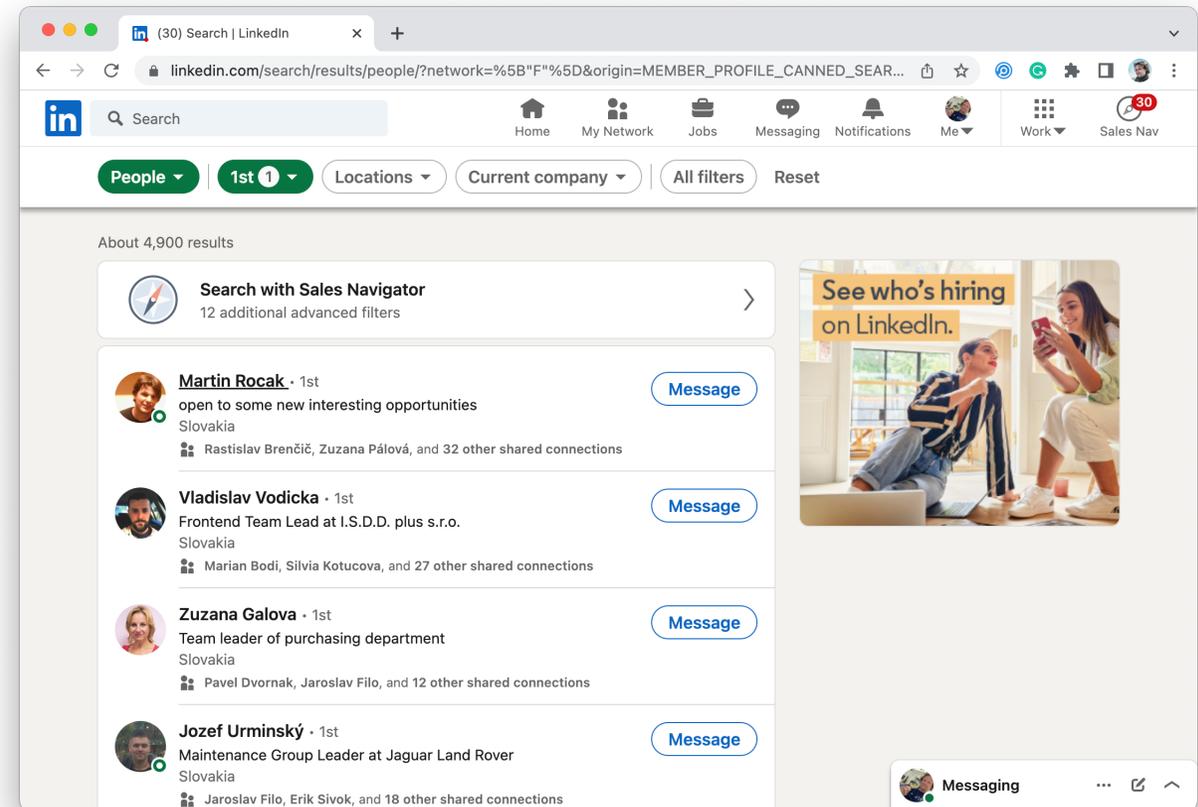


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Moja sieť (1st)



- Relevantné kontakty
- Viete s nimi priamo komunikovať
- Pozývať na Events
- Vidia vaše posty (ak algoritmus dovolí)
- Vyhľadávanie
 - Funguje aj multikriteriálne
 - Miesto, škola, firma



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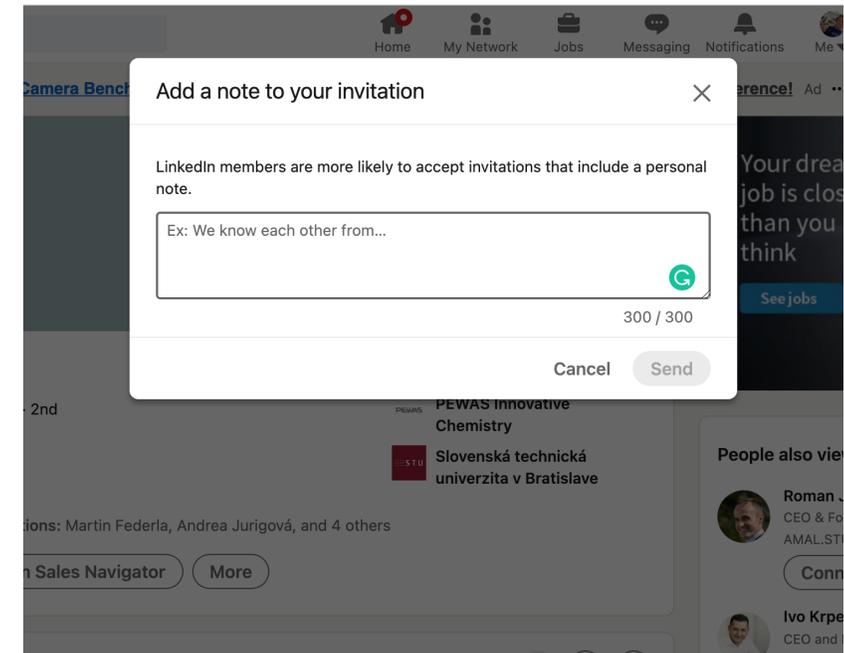


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Ako získať kontakt?



- **Byť slušný a hlavne sa nebáť „netreba sa báť, treba sa nebáť“**
- Zdroje odborné časopisy, weby, diskusie ...
- Nájdem meno v zdroji
- Je na LinkedIn?
- Ak áno, kontaktujem ho (connect). Nebojte sa poslať personalizovanú pozvánku, v ktorej vysvetlíte dôvod byť v kontakte.
 - Tu to začína byť momentálne predmet sporov 😞



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Dajte o sebe vedieť

Píšte, diskutujte, pomáhajte

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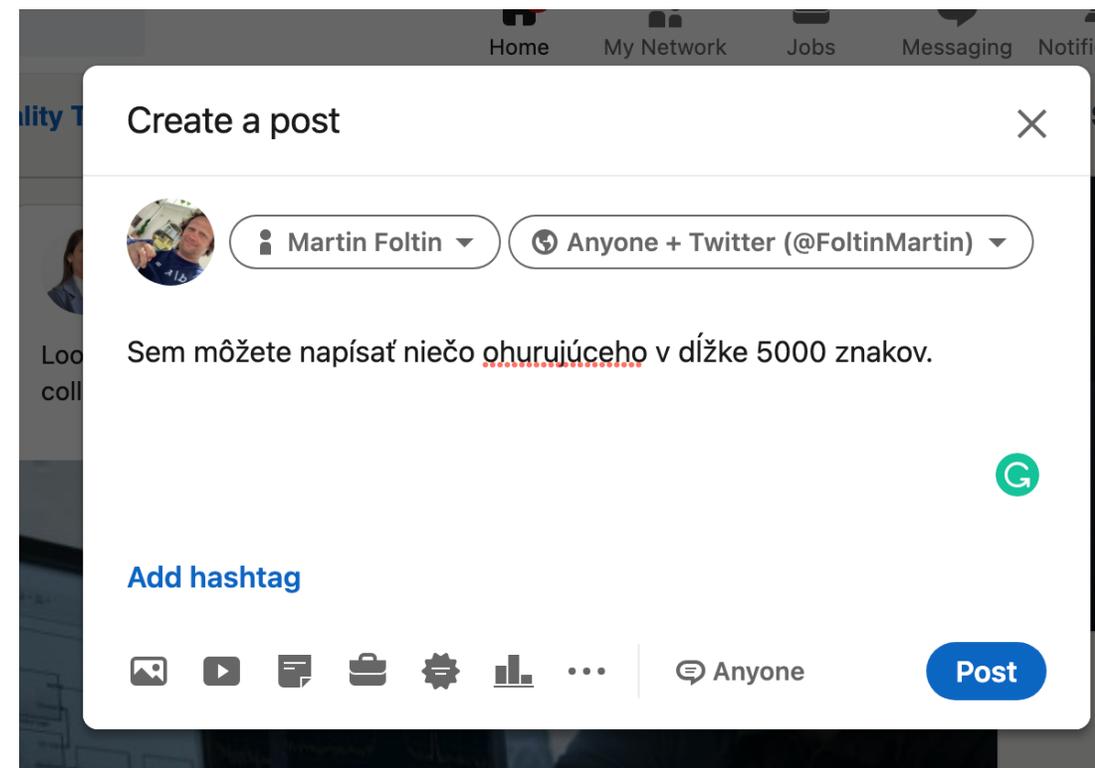


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Aké sú možnosti - post



- Až 5000 znakov
 - Asi 2,5 strany A4
- Fotografia / video
- Anketa (algoritmus dáva +)
- Dokument



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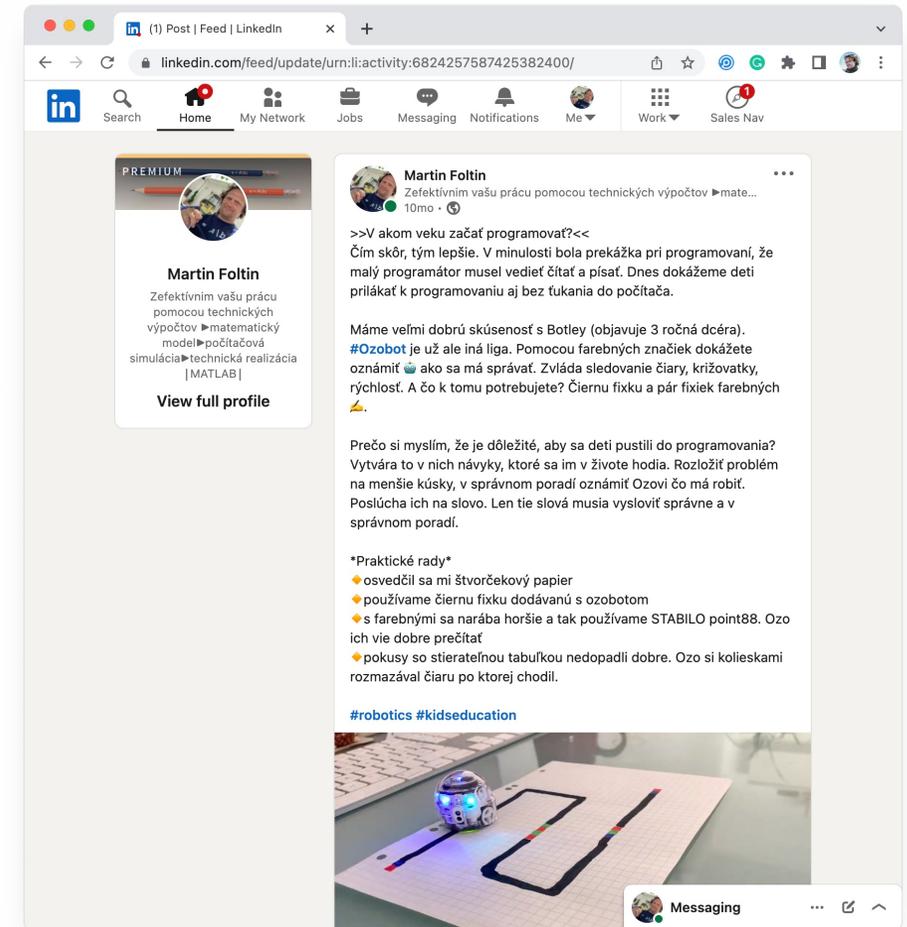


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Ako publikovať (post)



- Pravidelnosť
- Dwell time
- Publikujte za seba!
- Nepublikujte irelevantný obsah
- Upútajte pozornosť
- [Odovzdávajte vedomosti/skúsenosti](#)
- Nájdite si svoj štýl
- Stále sú tu profíci na tvorbu obsahu



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Vyhnete sa chybám (algoritmus)



- Anketa
- Komentár (reagujte)
- Dokument (čitateľ tam strávi viac času)
- #, emoji, @



- URL v poste
- YTB = katastrofa
- Vlastný 1. koment
- Editovanie krátko po publikovaní

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Hlavne buďte aktívny



- Píšte najmä pútavo a k veci. Nebojte sa chýb. Na zlý post sa zabudne, dobrý bude lietať po sieti mesiace.
 - Experimentujte. Neexistuje návod na úspešný post. Situácia sa mení.
- Majte na pamäti čo chcete dosiahnuť.
- Pozor, veľa čitateľov je pasívnych. Nekomentujú, nelajkujú. Proste sa vám jedného dňa ozvú.

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Ťažšie kalibre (články/newsletter)



- Rozsiahly text
- Možnosti formátovania
- Alg. Ho tlmí, ale dlhodobo funguje
- [URL funguje aj mimo LinkedIn](#)
- Ak sa pustíte do newslettera, je to záväzok

A screenshot of a LinkedIn article. The article title is 'Deep Learning na dosah' and it was published on December 29, 2016. The author is Martin Foltin. The article content includes a screenshot of a MATLAB script and a corresponding figure. The script shows commands for connecting to a camera, loading a neural network, capturing a snapshot, resizing it, and classifying it. The figure shows a pomegranate on a table with a coordinate grid overlaid. The article text discusses the complexity of deep learning and lists 'MATLAB' and 'Neural Network Toolbox' as related topics.

Deep Learning na dosah

Published on December 29, 2016

```
sbcam; % Connect to the camera
nnet; % Load the neural net

% = camera.snapshot;
% = inresize(picture, [227, 227]);
% = classify(nnet, picture);

picture); % Show the picture
char(label1)); % Show the label
;
```

Martin Foltin
Zefektívnim vašu prácu pomocou technických výpočtov ► matematický model ► počítačová simulácia ► technická realizácia | MATLAB
24 articles

Možno ste už počuli o vznešenom "zaklínadle" menom *deep learning*. Hoci sa jedná o pomerne komplikovaný matematický aparát reprezentovaný neurónovou sieťou, nie je to vesmírna veda. Dnes sa môže s výdobytkami deep learningu zabaviť každý. Čo budeme potrebovať?

- MATLAB
- Neural Network Toolbox

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Relax a obohacujúca diskusia

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Kto je na LinkedIn?



Obvykle vzdelaní a kultivovaní ľudia

Zatiaľ tu chýba "kvalita"



Peter Liptak

Stalinovi vďačíme za to že vôbec sme a Putinovi za to, že ešte sme. No niektorí ľudia sú skôr hlúpi ako nevďační.



Magdalena Matasova

Netreba všetkemu veriť Rusi sú silní nárot 🙌🙌🙌🙌🙌
❤️

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Vytvoril som skupinu ProSkill

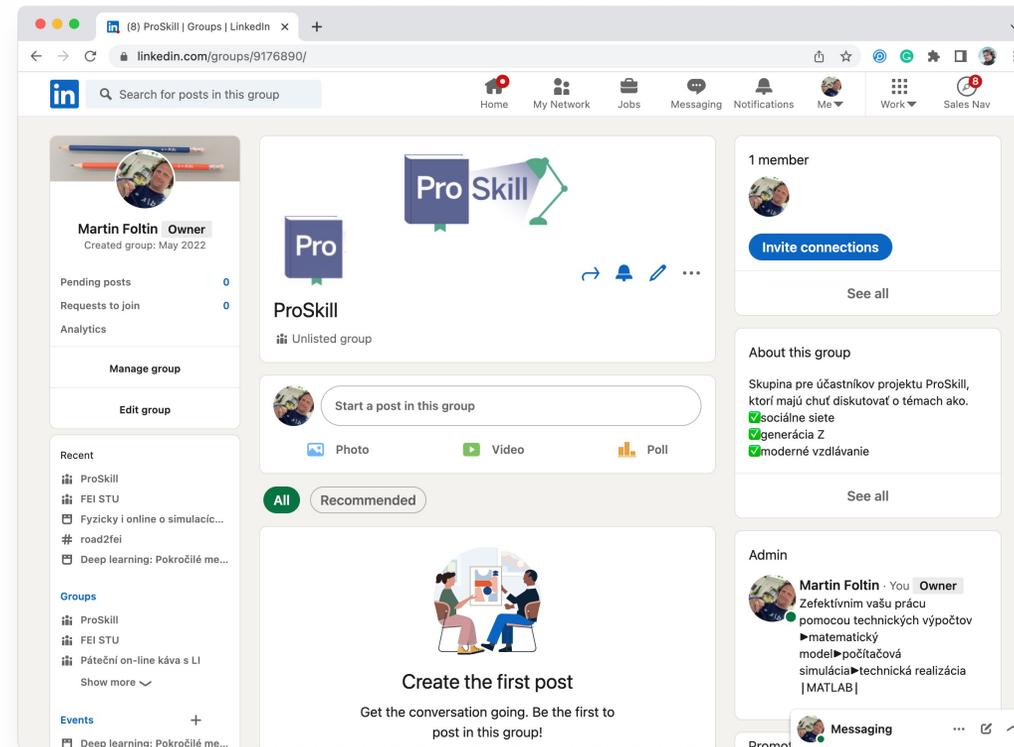


<https://www.linkedin.com/groups/9176890/>

Uzavretá skupina
Na pozvánku

Oslovte ma

<https://www.linkedin.com/in/mfoltin/>



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Zdroje informácií

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- [Jak na síť](#)

- Úvod do sveta soc. Sietí
- E. Vyhnánková
- Podcast (podľa mňa super)

- [Linked Akademie](#)

- Jana Bártíková a spol.
- Náročné
- [Newsletter](#)
- Páteční káva

- Zaujímavé profily

- [Eliška](#)
- [Lucie 🍋 Zitterbartová](#)
- [Jana](#)
- [Richard van der Blom](#)



Ďakujem za pozornosť
podme diskutovať

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