

## **Introduction To LinkedIn**

### **What is LinkedIn?**

LinkedIn is the Internet's premier professional network, where professionals find customers, employees, jobs, investors, business partners, service providers, industry experts, and opportunities through their network of business relationships. LinkedIn includes all five hundred of the Fortune 500 companies, as well as a wide range of household names in technology, financial services, media, consumer packaged goods, entertainment, and numerous other industries.

### **What you can do on LinkedIn:**

- Strengthen Professional Relationships
  - Connect with colleagues, classmates and clients
  - Maintain and grow your professional network
- Share Business Knowledge
  - Ask & answer business related questions
  - Send (receive) messages to (from) industry experts
- Build your personal brand
  - Publish professional profile to Google
  - Showcase endorsements from colleagues
- Hire & Search for Jobs
  - Find & hire qualified candidates
  - Discover job opportunities posted by your network

### **How to sign up with LinkedIn**

#### **Step 1 – Registration**

1) Visit [www.Linkedin.com](http://www.Linkedin.com)

Relationships Matter - Microsoft Internet Explorer provided by Sysset Public Library

http://www.linkedin.com/

File Edit View Favorites Tools Help

Relationships Matter

LinkedIn

Home | What is LinkedIn? | Join Today | Sign In | Language

Over 40 million professionals use LinkedIn to exchange information, ideas and opportunities

- Stay informed about your contacts and industry
- Find the people & knowledge you need to achieve your goals
- Control your professional identity online

**Join LinkedIn Today**

First Name:

Last Name:

Email:

Password:

6 or more characters

**Join Now**

Already on LinkedIn? [Sign in.](#)

2) Fill out your first name, last name, email and password and click "Join Now."

LinkedIn | Join LinkedIn - Microsoft Internet Explorer provided by Sysset Public Library

https://www.linkedin.com/secure/register?fromShort=true

File Edit View Favorites Tools Help

LinkedIn | Join LinkedIn

LinkedIn

Home | What is LinkedIn? | Join Today | Sign In | Language

**Your account has been created**

Please enter your geographical location and employment status. This information will be used to create your professional profile on LinkedIn.

\* Country:

\* Postal Code:

Only your region will be public, not your postal code

I am currently:

\* Company:

\* Title:

\* Industry:

Choose the industry that best describes your primary expertise

**Enter LinkedIn**

By clicking the button above, you are indicating that you have read, understood, and agree to LinkedIn's [User Agreement](#) and [Privacy Policy](#).

LinkedIn helps you...

**Re-connect**

Connect and stay in touch with colleagues, classmates, & clients.

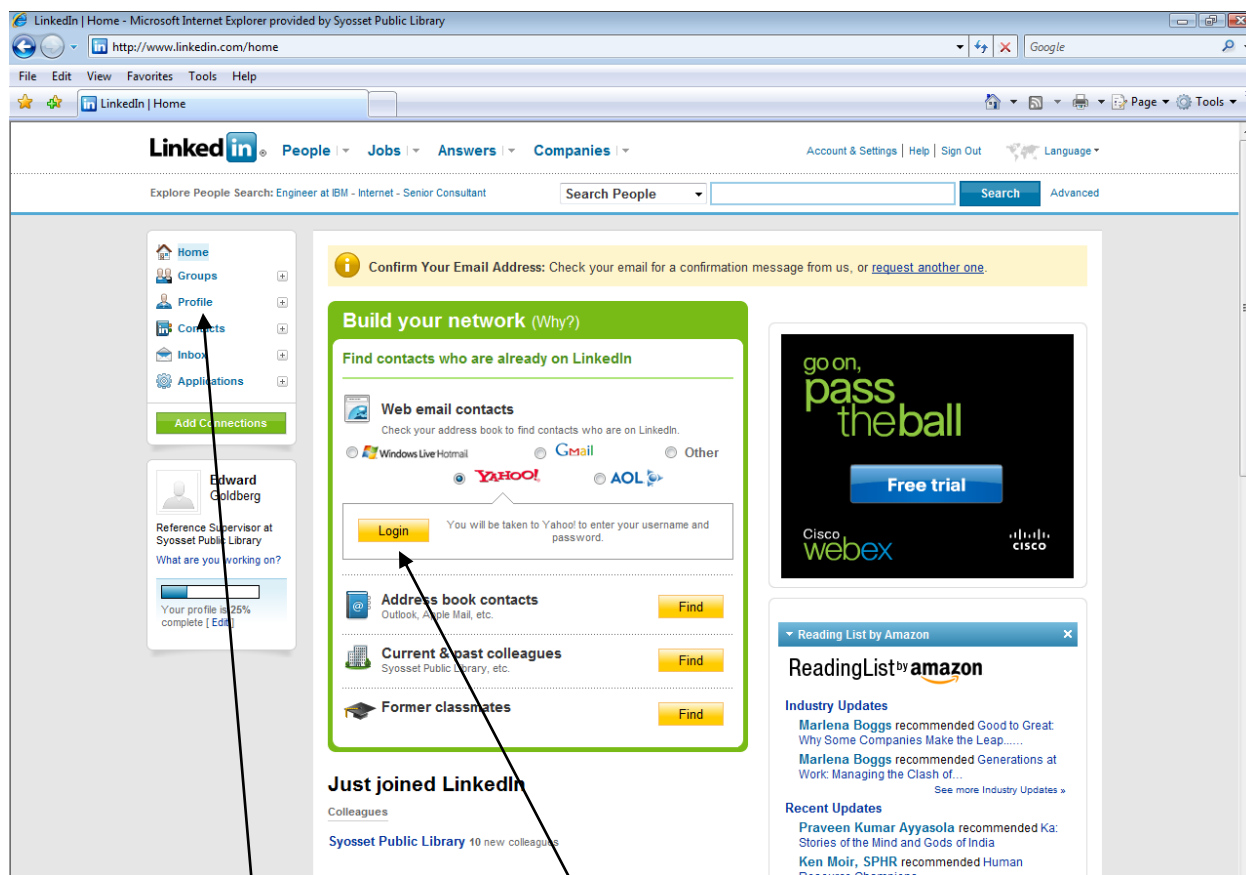
**Power your career**

Discover inside connections when you're looking for a job or new business opportunity.

**Get Answers**

Your network is full of industry experts willing to share advice. Have a question? Just ask.

3) Continue your registration by entering your country of residence and your zip code. Enter your current employment status (employed, business owner, looking for work, working independently or student) and the required information for that selection. Click "Enter LinkedIn."



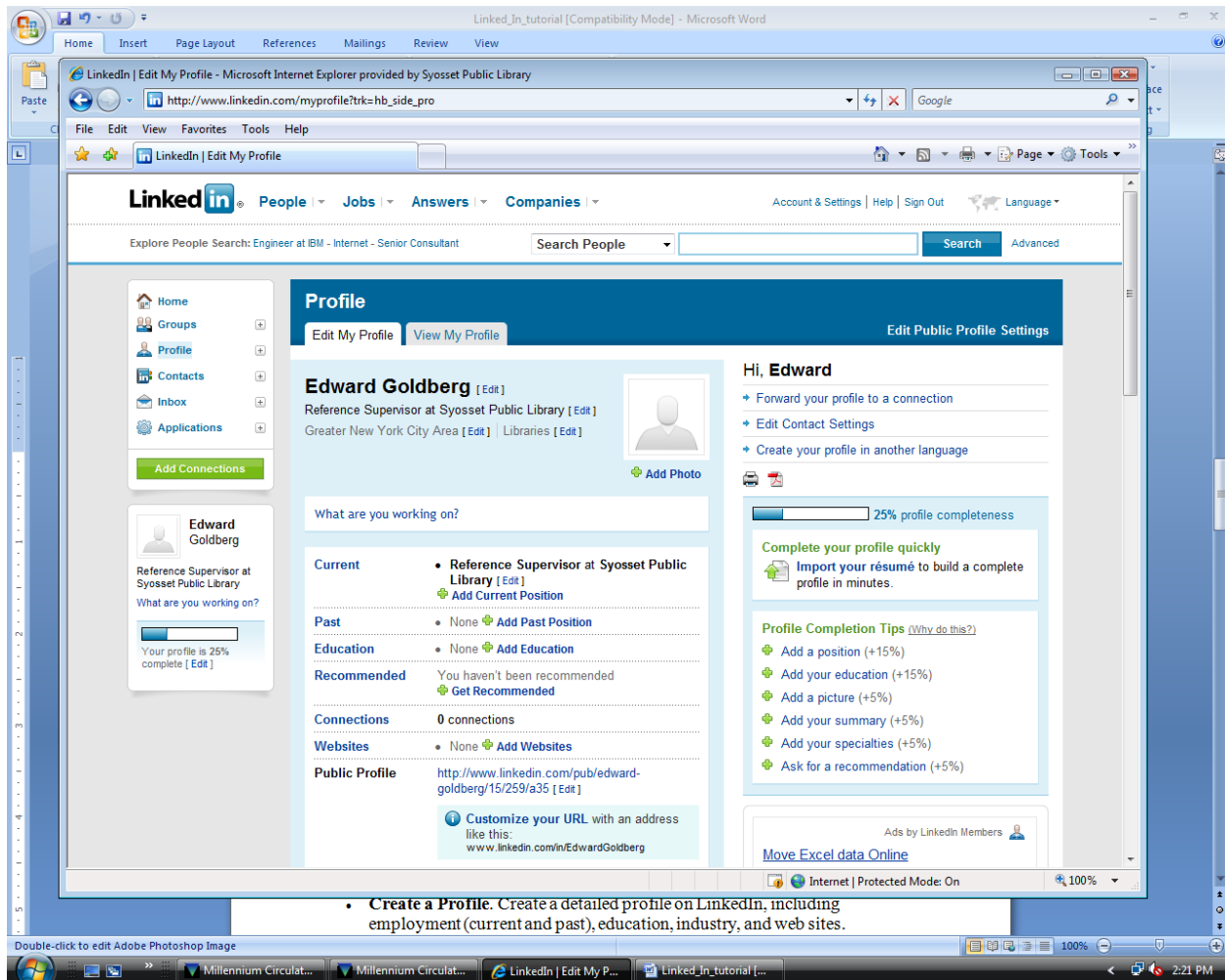
This is an optional step. If you click *Login*, LinkedIn will search your e-mail address book for contacts.

This completes your initial registration for LinkedIn. Make sure you confirm your email address by clicking the confirm link in the email sent to you by LinkedIn.

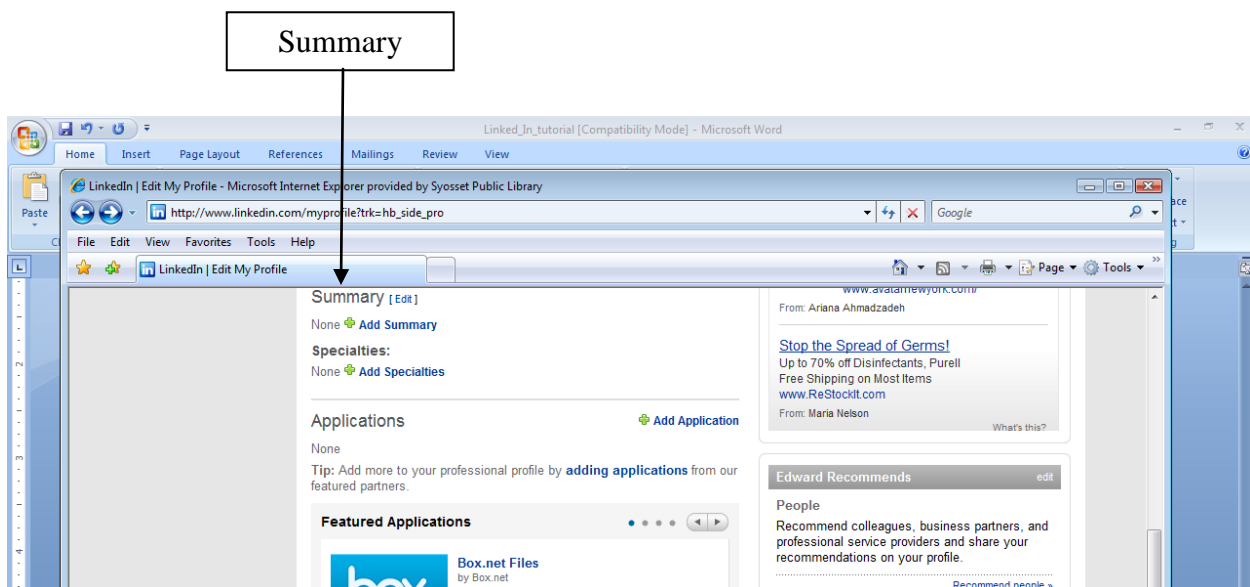
## Step 2 - Your Profile

After you login and confirm your email address, you can begin building your profile. Click "*Profile*" on the left-hand navigation menu to view your profile and begin entering information. In addition to your current and past positions, you can enter your graduation information so that other alumni can locate you.

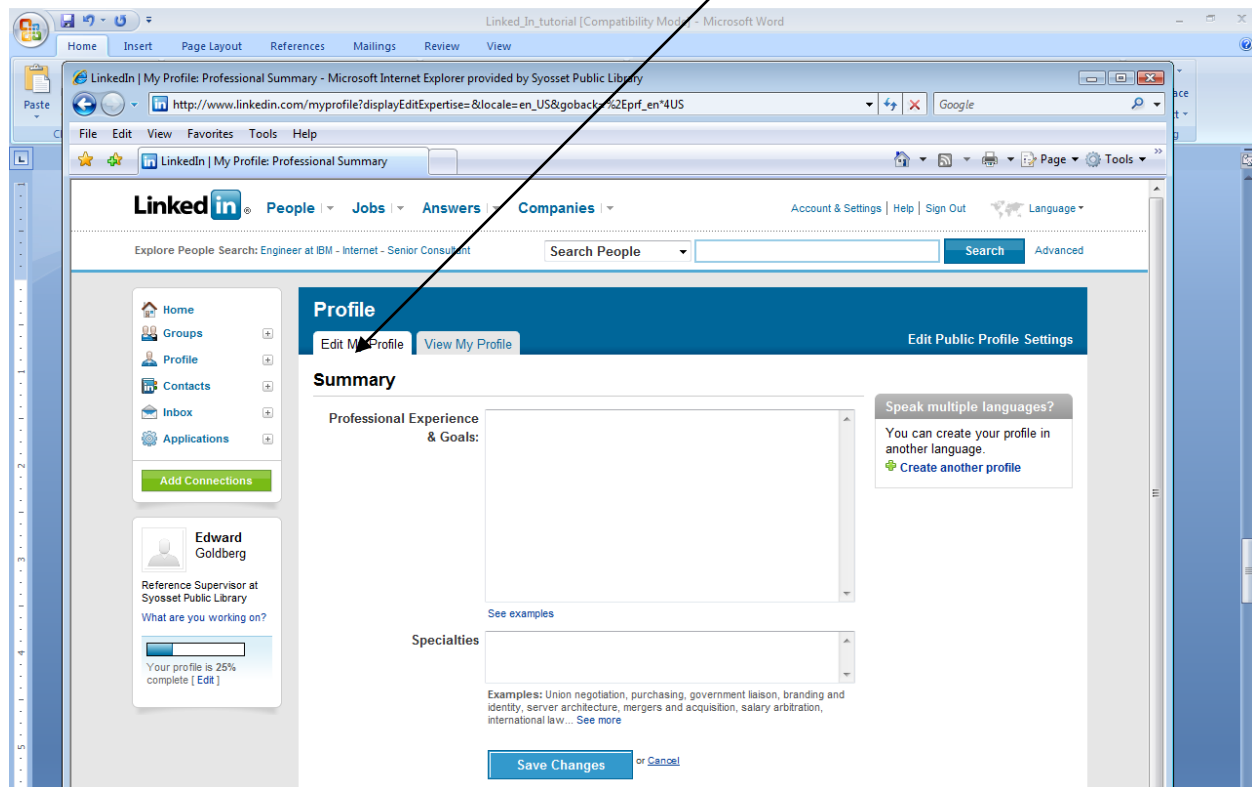
Your Profile page will look like this. You can add information by clicking on each item—Past (jobs), Education, etc. or by scrolling further down the page.



You can edit your profile here as well.

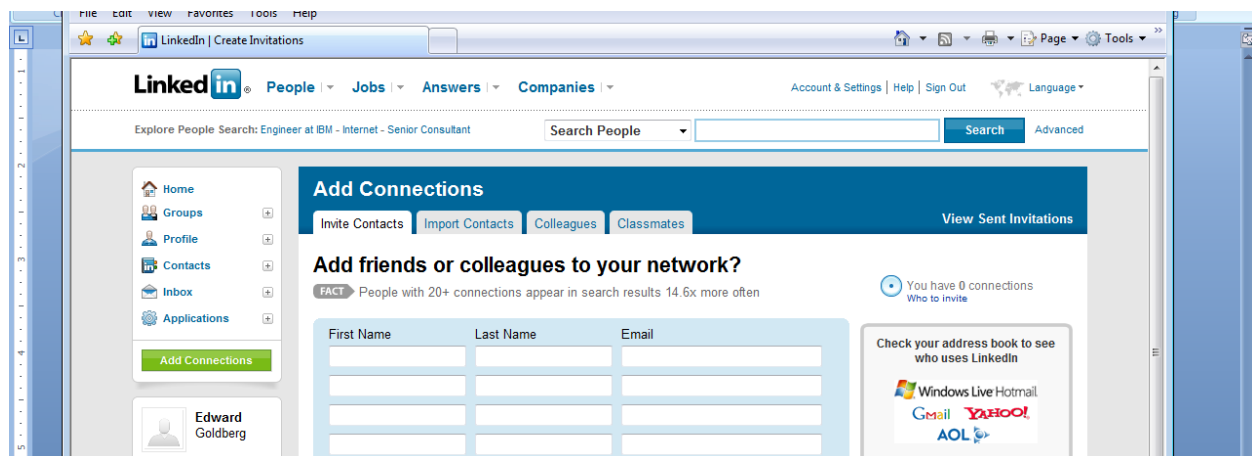


Further down the Profile page you will come to *Summary*. Summary is where you can list your professional experience, goals and specialties.



## Building Contacts

You can build contacts by inviting people via e-mail, import contacts from your e-mail address book, viewing colleagues or classmates who are already registered with LinkedIn.



## Your Home Page

Your Home Page provides a tremendous amount of information for you. Two items of note are:

*People You May Know*: lists LinkedIn registrants who you may know.

*Network Update*: shows what people in your LinkedIn network are doing on LinkedIn.

There is miscellaneous other information including reading lists, events, questions and answers. Explore the page at your convenience.

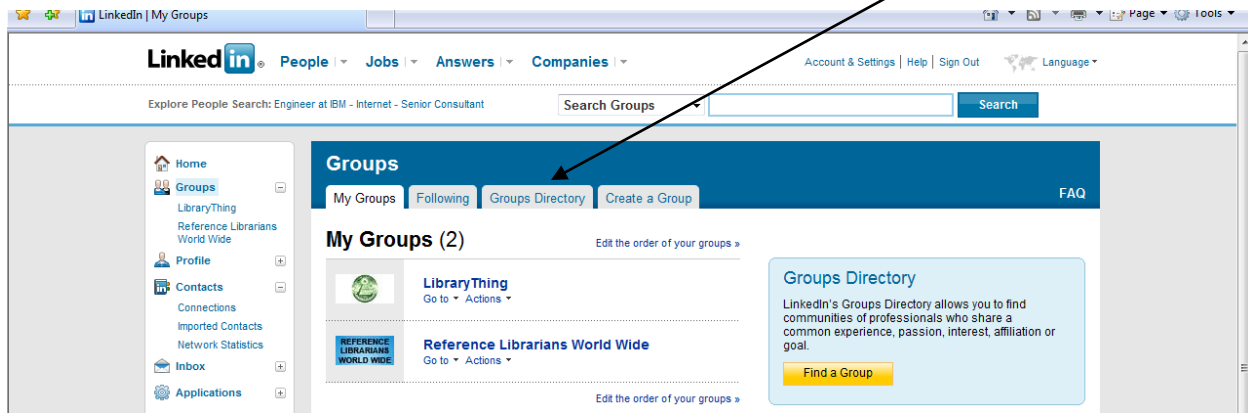
The screenshot shows the LinkedIn Home page interface. Annotations include:

- A box labeled "Network Update" with an arrow pointing to the "Network Updates" section at the bottom of the main content area.
- A box labeled "People You May Know" with an arrow pointing to the "People you may know" section on the right sidebar.
- Four arrows on the left side pointing to the navigation menu: "Home", "Groups", "Profile", and "Connections".

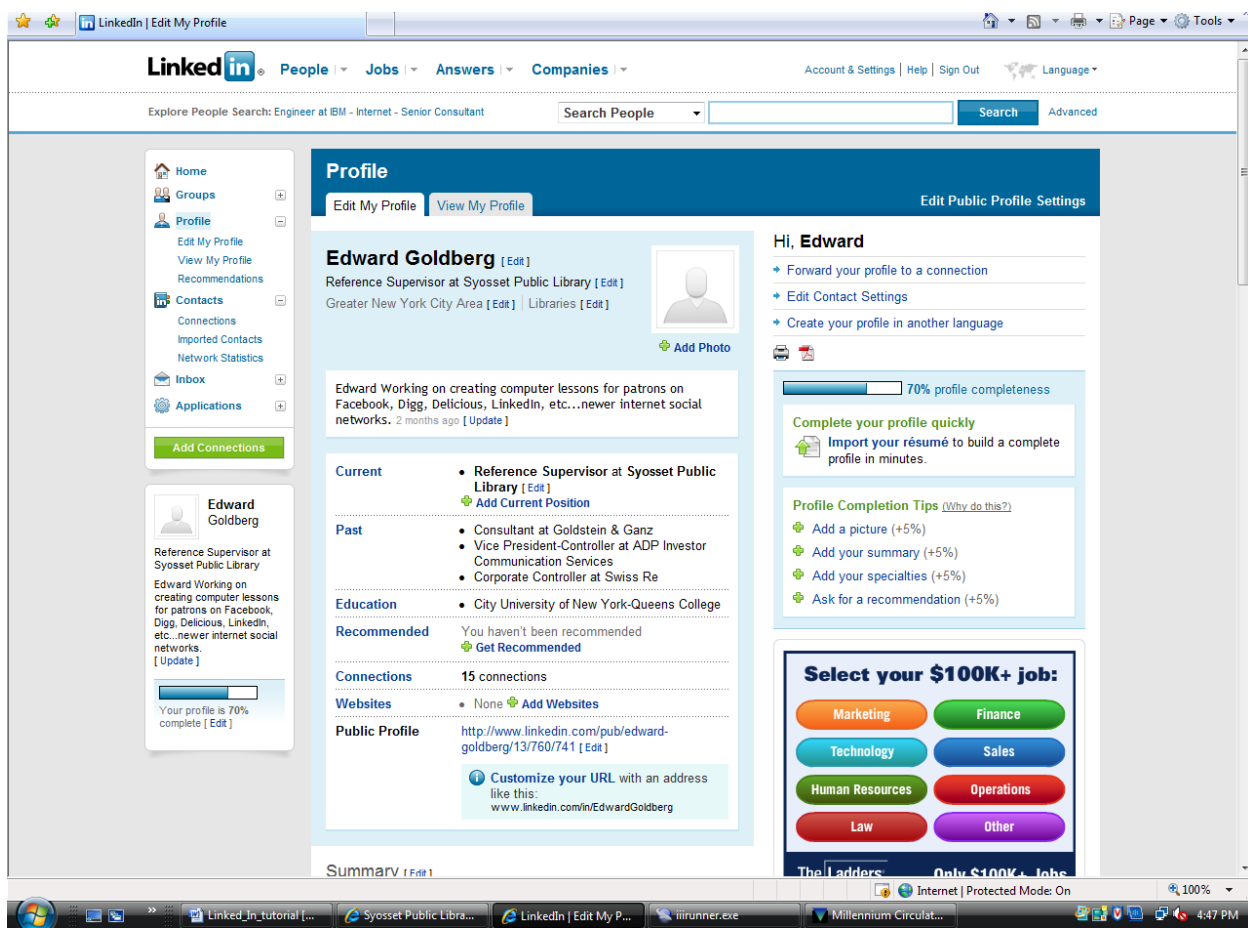
The page layout includes a top navigation bar with links like "People", "Jobs", "Answers", and "Companies". A search bar is located below the navigation bar. The main content area is divided into sections: "Build your network (Why?)", "Network Updates", and "Who's viewed my profile?". The right sidebar contains "People you may know", "Select your \$100K+ job:", and "Reading List by Amazon". The bottom of the page shows a Windows taskbar with several open applications.

## Groups

Groups allows you to join groups of people with similar interests. There is a *Group Directory*. There are only a limited number of groups.

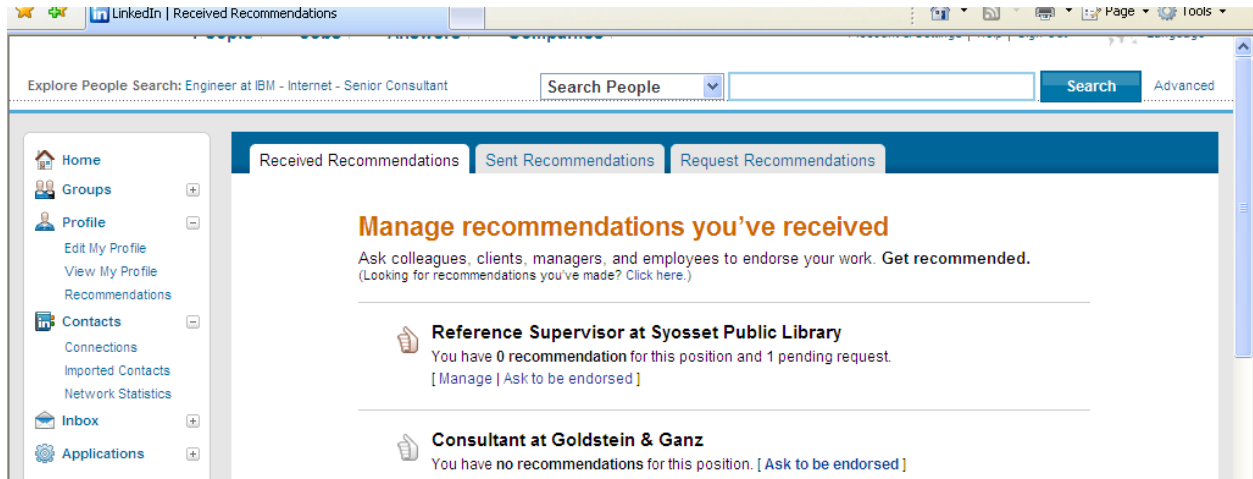


## Profile



Profile allows you to:

*Edit Your Profile* including business and personal information,  
*View Your Profile* including contacts and jobs you have had and invite new contacts from that business; and  
*Recommendations*: recommend a contact, request a reference or recommendation and track your references



## Contacts

Contacts allows you to:

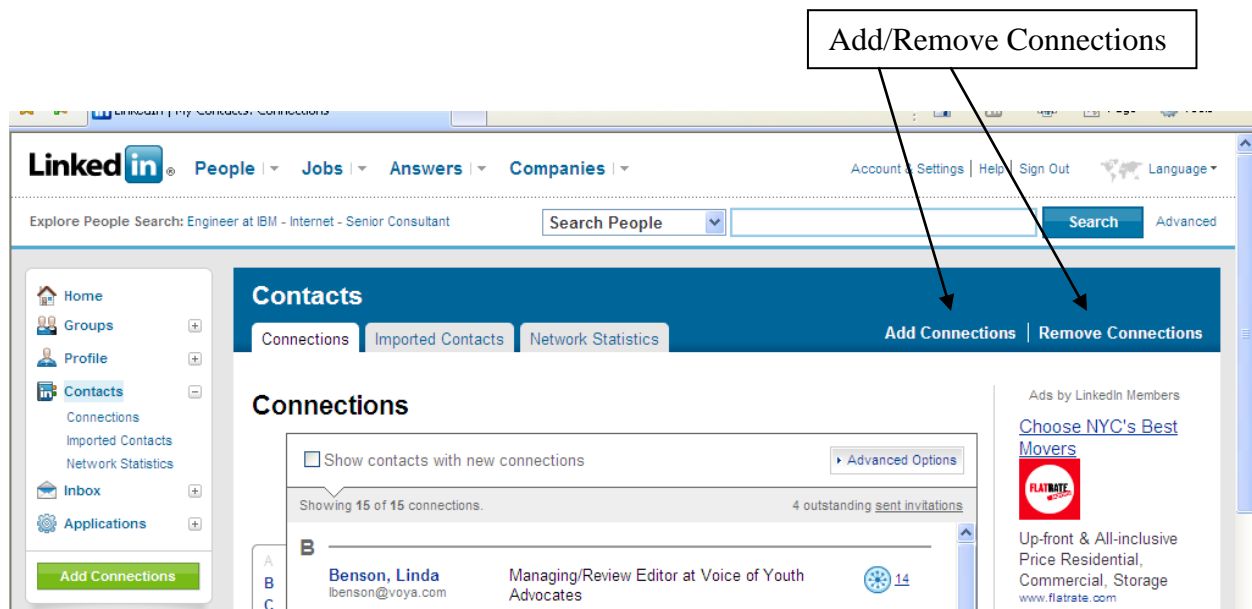
*Connections*: list your contacts and by clicking on each contact, you can view their contacts and request that they become part of your network.

*Import Connections* from your e-mail address book

*Network Statistics*: see how far removed you are from contacts; i.e. someone on your contact list is a contact from someone else...you may not have worked with that person.

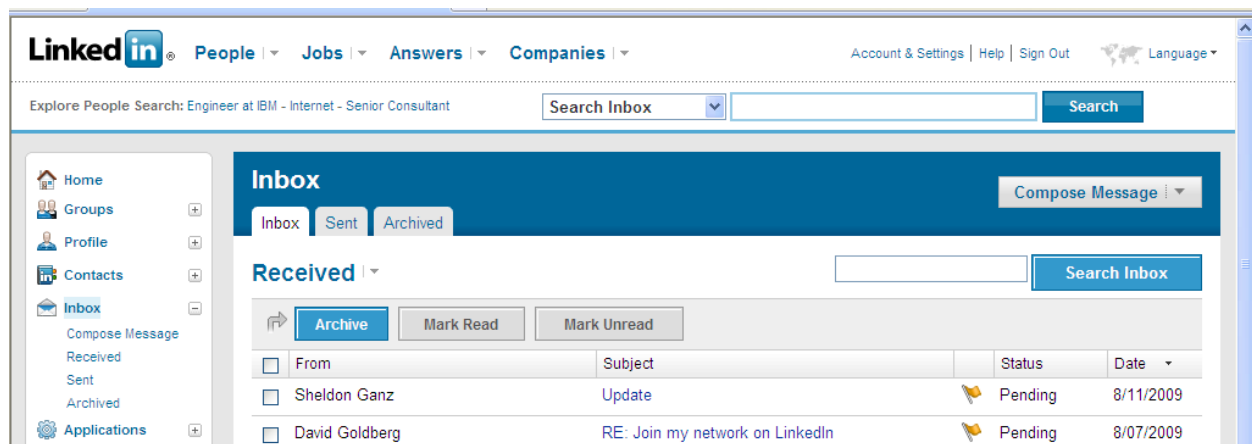
You may *Add(and remove) Connections* as well.





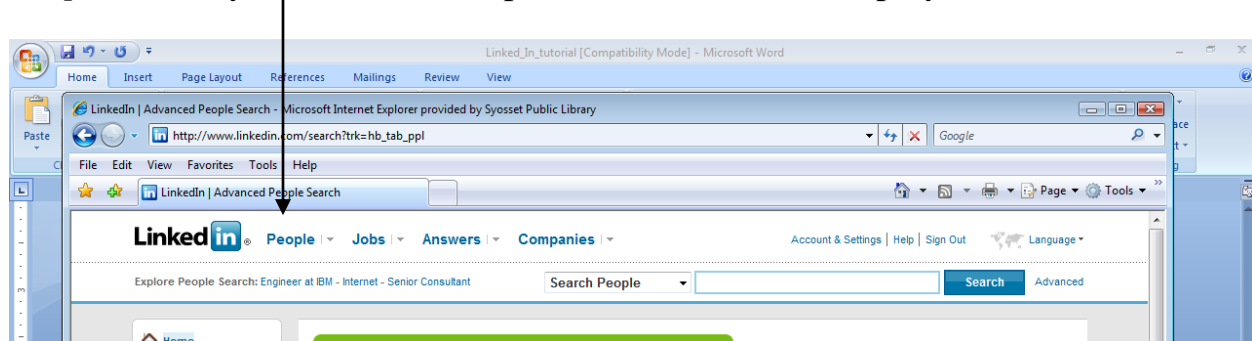
## Inbox

Your *Inbox* in the LinkedIn version of e-mail.



## People

*People* allows you to search for specific individuals or employee titles.



LinkedIn | Advanced People Search

People | Jobs | Answers | Companies | Account & Settings | Help | Sign Out | Language

Explore People Search: Engineer at IBM - Internet - Senior Consultant

Search People [ ] Search Advanced

**People** Saved Searches

**Advanced Search** Tip: Get Search tips & shortcuts in our Learning Center.

People Search Reference Search

Keywords: [ ] First Name: [ ]

Location: Anywhere [ ] Last Name: [ ]

Title: [ ] Current & past [ ] Industry: [ ]

Company: [ ] Current & past [ ] Groups: [ ]

School: [ ] Groups: [ ]

Interested In: All users [ ] Language: [ ]

Joined: At any time [ ]

Network: [ ] Limit search to my network only

Sort By: Relevance [ ]

View: Basic [ ]

Search

You can also search for References based on company and employment term.

LinkedIn | Find References - Microsoft Internet Explorer provided by Sysset Public Library

http://www.linkedin.com/rs?searchOrigin=M

File Edit View Favorites Tools Help

LinkedIn | Find References

People | Jobs | Answers | Companies | Account & Settings | Help | Sign Out | Language

Explore People Search: Engineer at IBM - Internet - Senior Consultant

Search People [ ] Search Advanced

**People** Saved Searches

**Advanced Search** Tip: Get Search & shortcuts in our Learning Center.

People Search Reference Search

Need more information about potential employees, employers, and business partners? Enter company names and the years the person worked at each company. Your search will find the people in your network who can provide professional references for your candidate. If the candidate is still with the company, enter 2009. [More search tips](#)

Please enter at least one company.

Company name: [ ] Years: [ ] to [ ]

[ ] [ ] to [ ]

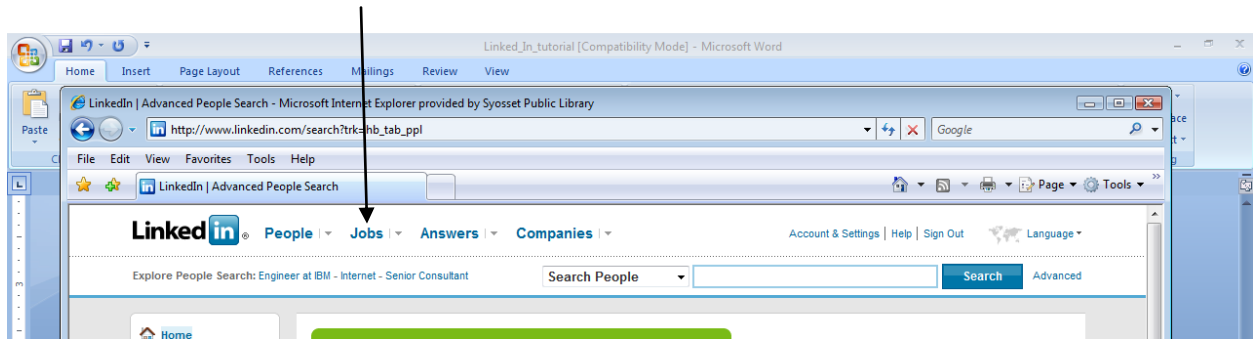
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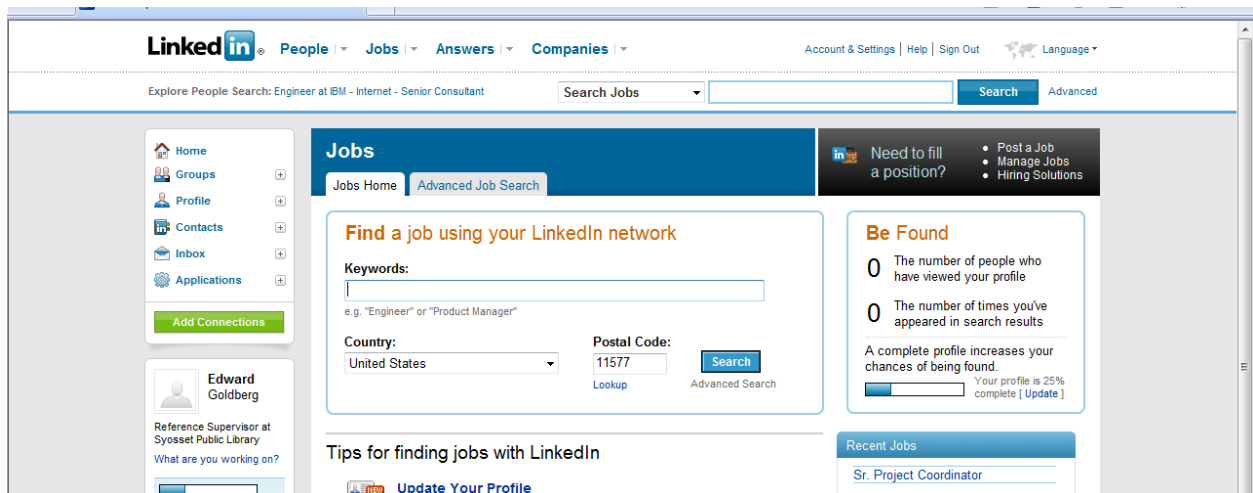
Search

## Jobs



## Job Searching

The Job Search Engine Page looks like this:

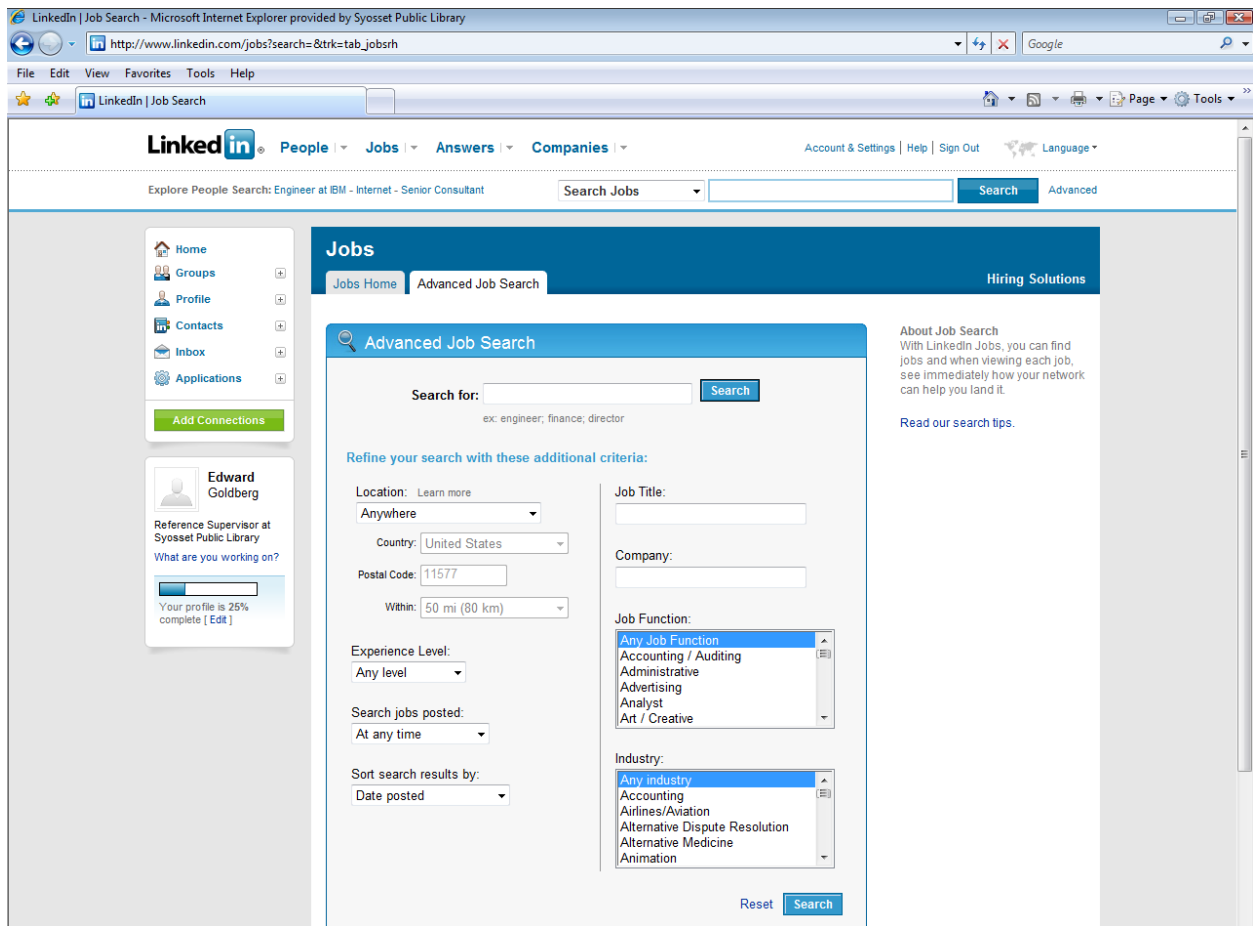


The *basic* job search requires that you enter the following information:

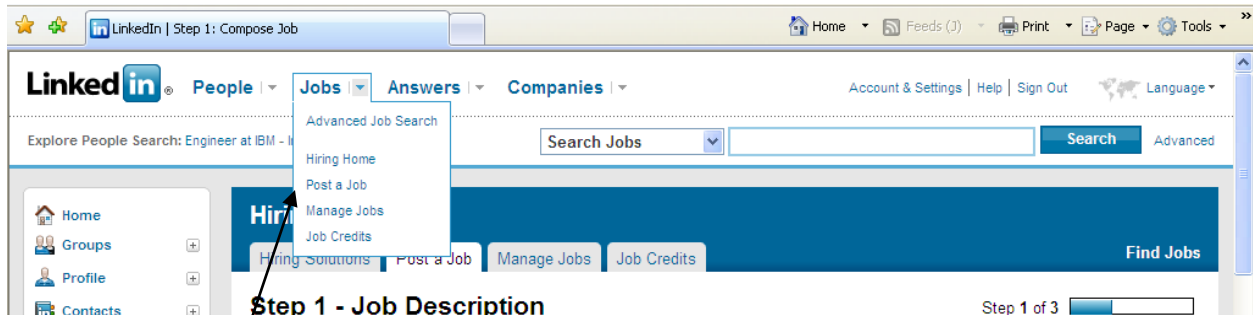
*Keywords:* such as Finance, Marketing, Accounting, Advertising, etc.  
*Country* and *Zip Code* where you are seeking a job

An *Advanced Search* gives you more options:

Job Title  
Location (including miles away)  
Groups  
Industry  
Companies  
Names.



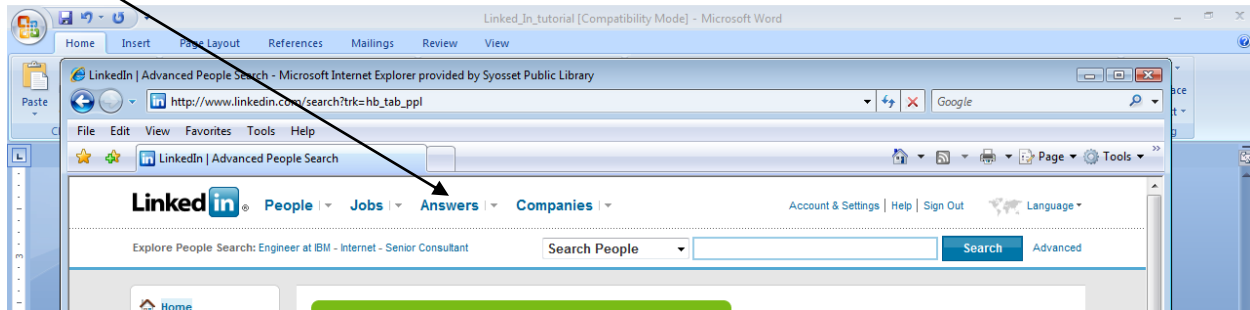
## Post a Job



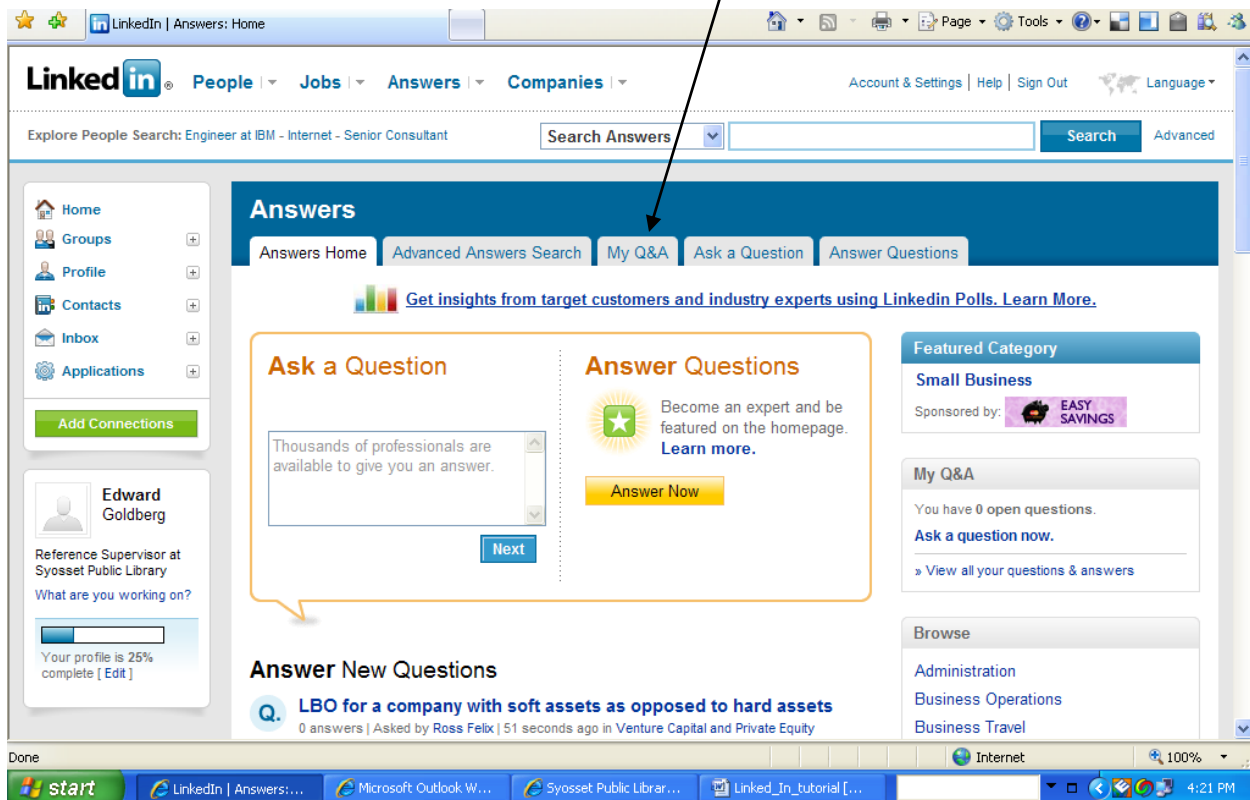
You can also *Post a Job*

## Answers

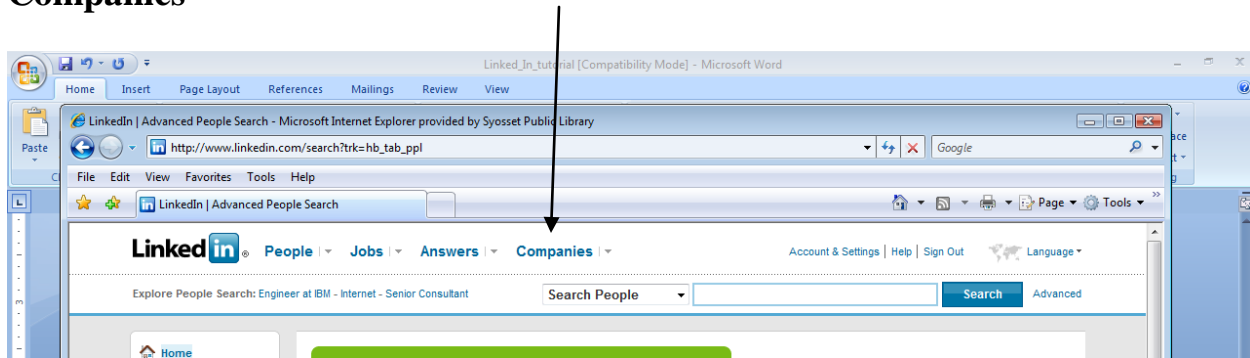
*Answers* allows you to ask or answer questions posed by LinkedIn members.



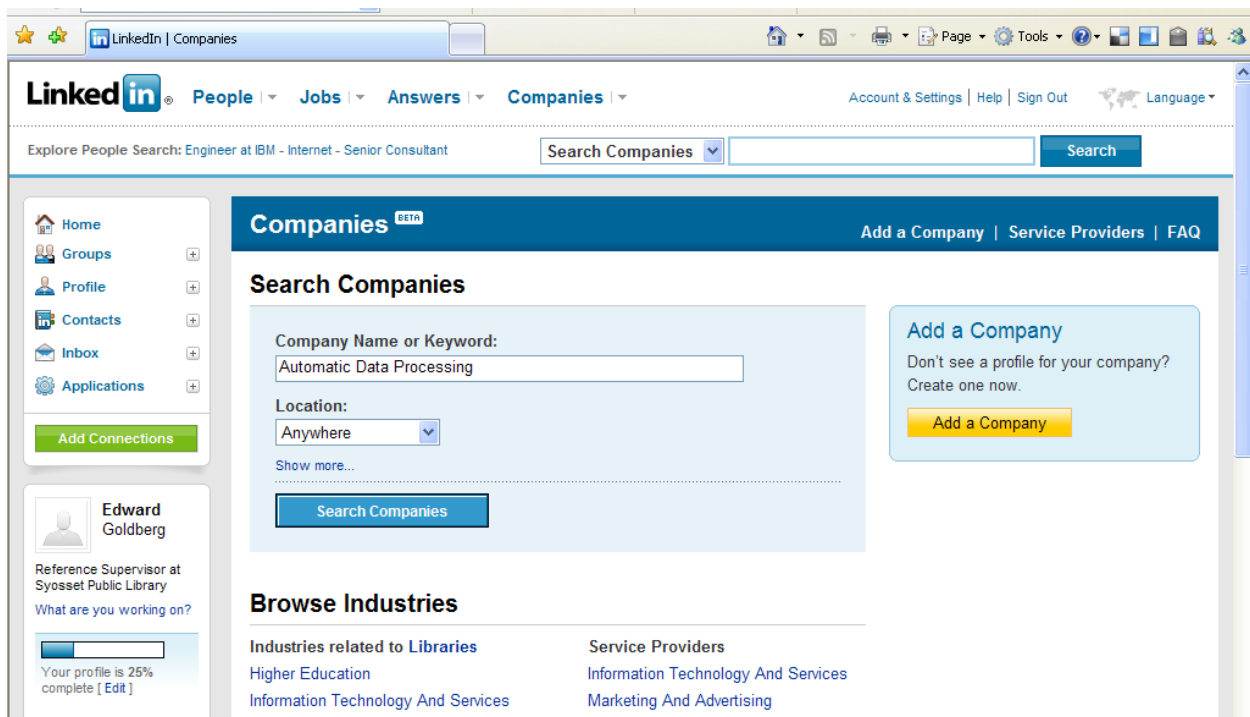
You can store your questions and answers in *My Q&A*.

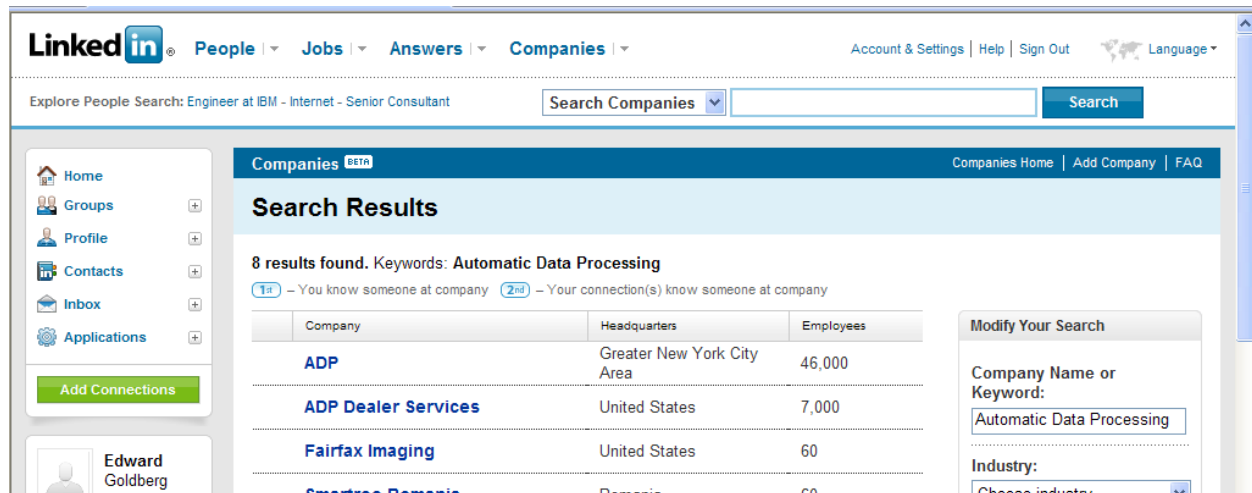


## Companies

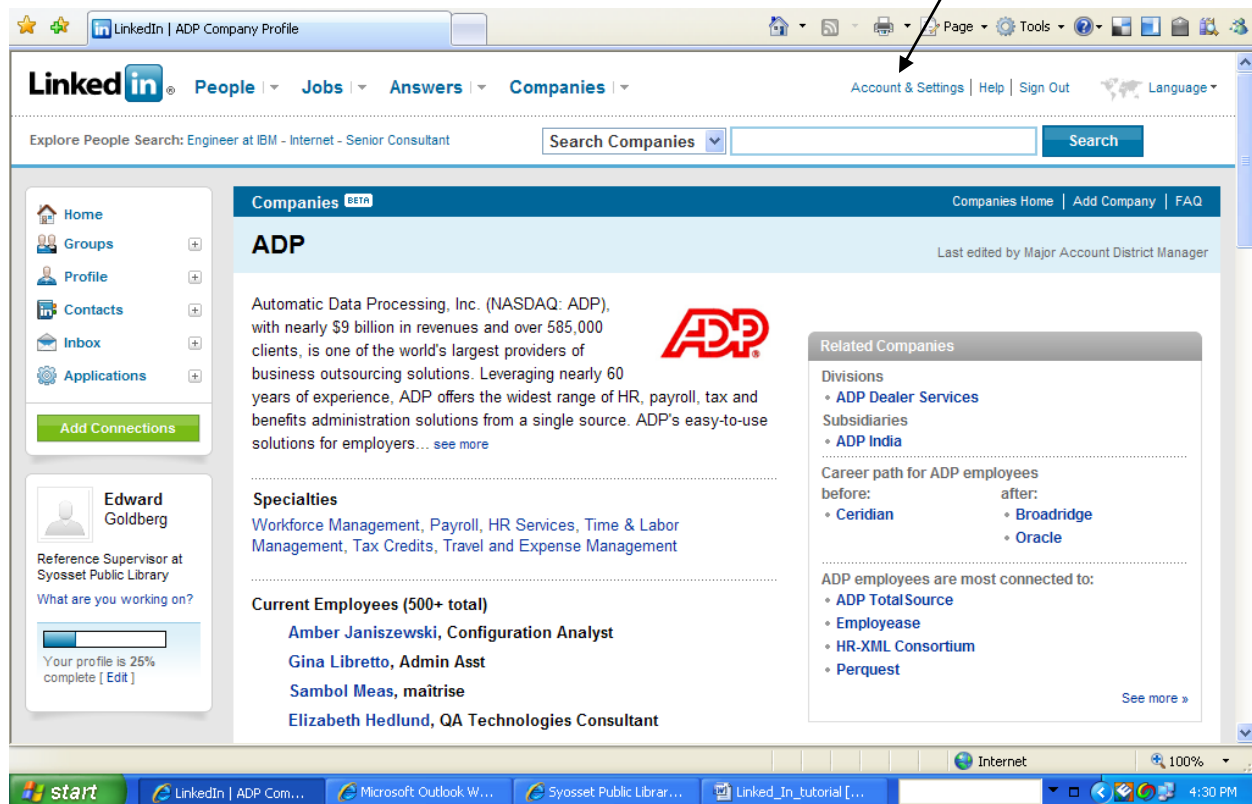


*Companies* allows you to search companies. It will provide you with a synopsis of the company, lists of management and links to various employees who are registered in LinkedIn.





Account & Settings



## Deleting Your Account

Click on Account & Settings on the upper right hand corner of the screen.

Under the column heading Personal Information, one of the items will be *Close Your Account*. Follow the instructions.

## Summary - How to Use LinkedIn to Find a Job - Or Have a Job Find You

- **Create a Profile.** Create a detailed profile on LinkedIn, including employment (current and past), education, industry, and web sites.
- **Consider a Photo.** You can add a photo (a headshot is recommended or upload a larger photo and edit it) to your LinkedIn profile. Note that it must be a small photo - no larger than 80x80 pixels.
- **Keywords and Skills.** Include all your resume keywords and skills in your profile, so your profile will be found.
- **Build Your Network.** Connect with other members and build your network. The more connections you have, the more opportunities you have, with one caveat - Connect to people you know and trust or have a business relationship with, no need to go crazy and connect with everyone.
- **Get Recommendations.** Recommendations from people you have worked with carry a lot of weight.
- **Search Jobs.** Use the job search section to find job listings.
- **Use Answers.** The Answers section of LinkedIn is a good way to increase your visibility. Respond to questions, and ask a question if you need information or assistance.

## What can you do with your LinkedIn account?

The following links provide detailed instructions on using the various features of LinkedIn in and effective ways to use LinkedIn to find jobs, build a network, search for people and other useful networking resources.

- **Ten ways to use LinkedIn**  
[http://blog.guykawasaki.com/2007/01/ten\\_ways\\_to\\_use.html](http://blog.guykawasaki.com/2007/01/ten_ways_to_use.html)
- **Ten ways to use LinkedIn to find a job**  
<http://blog.guykawasaki.com/2009/02/10-ways-to-use.html>
- **Navigating the LinkedIn Site**  
<http://learn.linkedin.com/>
- **LinkedIn Learning Center – Video/slide**  
<http://learn.linkedin.com/training/>
- **Getting started with LinkedIn**  
[http://www.bnet.com/2403-13070\\_23-219860.html](http://www.bnet.com/2403-13070_23-219860.html)