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

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