What is LinkedIn and How Can Use It?

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships , and learn the skills you need to succeed in your career.

Once you create a LinkedIn profile, it will allow you to share your professional background online, such as your work experience, education, skills, and recommendations.

You can also use LinkedIn to organize offline events, join groups, write articles, post photos and videos, and more.

Who should be joining LinkedIn?

LinkedIn is a platform for anyone looking to navigate their professional life. This including small business owners, students, and job seekers. LinkedIn members can harness the power of LinkedIn to tap into a network of professionals, companies, and groups in their industry and beyond.

How do I get started on LinkedIn?

LinkedIn is an online platform that connects the world’s professionals. Here are a few steps to get started on LinkedIn:

1. Create your profile: [Signing up](https://www.linkedin.com/signup/cold-join) and creating your profile is the best way to begin using LinkedIn. A robust [LinkedIn profile](https://www.linkedin.com/help/linkedin/answer/15493) will summarize your professional experience to your connections, current and future employers, and recruiters. Your profile represents your professional life and milestones, where people can find you and stay updated on your professional activity. Through your profile, you can showcase who you are, what you stand for, and what you’re interested in. Check out some of our most [frequently asked questions about LinkedIn profiles](https://www.linkedin.com/help/linkedin/answer/95944).
2. Build your network: Your [network](https://www.linkedin.com/help/linkedin/answer/348) plays a crucial part in unlocking the power of LinkedIn. It’ll help you understand what is happening in your industry and professional circle. You can begin by adding your family, friends, and past or current classmates and coworkers to your network. You can [also follow people](https://www.linkedin.com/help/linkedin/answer/72150) who you may not know personally, but would like to receive updates from.
3. Find a job: If you’re looking for a new professional opportunity, you can [get started on your job search](https://www.linkedin.com/help/linkedin/answer/110912) on LinkedIn. You can use LinkedIn to research companies and reach out to the hiring community. You can also [apply directly for roles](https://www.linkedin.com/help/linkedin/answer/75815), [save job searches](https://www.linkedin.com/help/linkedin/answer/3480), and [notify your connections and recruiters that you’re open for job opportunities](https://www.linkedin.com/help/linkedin/answer/67405).
4. Participate in conversations: You can easily participate in conversations on LinkedIn. Participating in conversations allow you to share your perspective on relevant issues and topics with others. You can [like](https://www.linkedin.com/help/linkedin/answer/3751), [comment](https://www.linkedin.com/help/linkedin/answer/3068), and [re-share posts](https://www.linkedin.com/help/linkedin/answer/3441) and [articles](https://www.linkedin.com/help/linkedin/answer/100984) on LinkedIn. You can also use [LinkedIn reactions](https://www.linkedin.com/help/linkedin/answer/101466) to easily communicate with your network. LinkedIn reactions are a set of lightweight expressions that allow members to participate in conversations with ease.

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1. Post content: Millions of members come to LinkedIn every day to connect, learn, and share. You can empower and educate your professional circle with the content you post on LinkedIn. You can share your thoughts and ideas with LinkedIn members [using the share box](https://www.linkedin.com/help/linkedin/answer/434). Learn more [about getting started with content creation on LinkedIn](https://www.linkedin.com/help/linkedin/answer/100132).

LinkedIn’s free service vs. paid subscriptions

LinkedIn offers a free, basic membership to anyone who wants to create and maintain a professional profile online. You can access LinkedIn from desktop, mobile web, or on our LinkedIn or LinkedIn Lite apps for iOS and Android.

If you upgrade to a Premium subscription, you’ll gain further access to LinkedIn’s products and features. Our paid subscriptions include marketing, recruitment, sales, and learning products. You can try [LinkedIn Premium for free for a month](https://www.linkedin.com/help/linkedin/answer/72).

Learn more about [free accounts and Premium subscriptions](https://www.linkedin.com/help/linkedin/answer/71).

If you wish to understand how LinkedIn can be used for business, check out our various subscription types for different LinkedIn products:

1. LinkedIn Learning: Learn more about the [LinkedIn Learning subscription](https://www.linkedin.com/help/linkedin/answer/71919).
2. Recruiter: Learn more about our [corporate recruiting solutions](https://www.linkedin.com/help/linkedin/answer/1271).
3. Sales Navigator: Learn more about the various [Sales Navigator account types](https://www.linkedin.com/help/linkedin/answer/68183).
4. Marketing Solutions: Learn more about [LinkedIn ads and marketing solutions](https://www.linkedin.com/help/linkedin/answer/85787).