

## **How to Create a LinkedIn Account**

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# What Is LinkedIn

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Users can connect with other professionals by building a network and utilizing select features on LinkedIn.

## What is LinkedIn

LinkedIn, founded in 2003, is a social network specifically designed for the professional community. It allows users to create profiles, showcase their skills and experience, and connect with other professionals.

## Features of LinkedIn

LinkedIn offers a range of features designed to enhance professional networking:

<b>Profile Creation</b>	Users can create a detailed profile, showcasing their resume, skills, achievements, and career history.
<b>Networking</b>	LinkedIn allows users to connect with others in their field, send messages, and grow their network.
<b>Job Search</b>	LinkedIn's job portal provides a platform for users to search for jobs, apply directly, and receive job recommendations.
<b>Endorsements and Recommendations</b>	Connections can endorse each other's skills and provide written recommendations, adding credibility to profiles.
<b>Content Sharing</b>	Users can share articles, post updates, and engage with content shared by others to build their online presence.

# How to Create a LinkedIn Account

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A LinkedIn user can build connections with other professionals within and outside of your industry.

1. Visit the LinkedIn Website
  - a) Open a web browser and navigate to [www.linkedin.com](http://www.linkedin.com)
2. Click on 'Join now'
3. Enter Personal Information
  - a) Enter First Name.
  - b) Enter Last Name.
  - c) Enter Email Address.
  - d) Enter Password.
4. Click 'Agree and Join'
5. Confirm Email Address
  - a) Check email for a confirmation message from LinkedIn. Click the confirmation link provided in the email.
6. Complete Profile by adding information:
  - a) Add location.
  - b) Add most recent job title and company.
  - c) Choose an industry.
7. Add a Profile Photo

# Types of LinkedIn Accounts

LinkedIn has a variety of accounts that users can use to connect with other professionals and manage the online presence of a company.

**Table 1: Types of LinkedIn Accounts**

Account Type	Account Description
Basic Account	<ul style="list-style-type: none"><li>• Ideal for individual users looking to connect with others, build a network, and search for jobs.</li><li>• Allows users to create a profile, connect with others, join groups, and apply for jobs.</li><li>• Limited access to certain features like InMail and advanced search filters.</li></ul>
Premium Career	<ul style="list-style-type: none"><li>• Designed for job seekers who want to stand out in the job market.</li><li>• Offers features like InMail (messaging users outside your network), access to job insights, and the ability to see who viewed your profile.</li></ul>
Premium Business	<ul style="list-style-type: none"><li>• Targeted at professionals looking to expand their network and grow their business.</li><li>• Includes features like advanced search options, unlimited people browsing, and insights into company data.</li></ul>
Sales Navigator	<ul style="list-style-type: none"><li>• Aimed at sales professionals who want to find and connect with potential clients.</li><li>• Offers advanced lead and company search capabilities, personalized algorithm-driven recommendations, and CRM integration.</li></ul>
Recruiter Lite	<ul style="list-style-type: none"><li>• Designed for recruiters and hiring managers to streamline their recruiting process.</li><li>• Provides advanced search tools, InMail credits, and candidate tracking features.</li></ul>
LinkedIn Learning	<ul style="list-style-type: none"><li>• Offers access to a vast library of online courses for personal and professional development.</li><li>• Users can gain skills and earn certificates that can be showcased on their profiles.</li></ul>
Company Page	<ul style="list-style-type: none"><li>• For businesses and organizations to establish a presence on LinkedIn.</li><li>• Allows posting updates, job listings, and company news, as well as engaging with followers.</li></ul>