

How to Create a LinkedIn Account

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What Is LinkedIn

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:

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

How to Create a LinkedIn Account

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
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">• Ideal for individual users looking to connect with others, build a network, and search for jobs.• Allows users to create a profile, connect with others, join groups, and apply for jobs.• Limited access to certain features like InMail and advanced search filters. |
| LinkedIn Learning | <ul style="list-style-type: none">• Offers access to a vast library of online courses for personal and professional development.• Users can gain skills and earn certificates that can be showcased on their profiles. |
| Company Page | <ul style="list-style-type: none">• For businesses and organizations to establish a presence on LinkedIn.• Allows posting updates, job listings, and company news, as well as engaging with followers. |