HOW TO CREATE A LINKEDIN ACCOUNT

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1 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.

2 How to Create a LinkedIn Account

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

1. Visit LinkedIn
   a) 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

Once all information has been inputed, you have successfully created a LinkedIn account.

3 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	• 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.
Premium Career	• Designed for job seekers who want to stand out in the job market. • Offers features like InMail (messaging users outside your network), access to job insights, and the ability to see who viewed your profile.
Premium Business	• Targeted at professionals looking to expand their network and grow their business. • Includes features like advanced search options, unlimited people browsing, and insights into company data.

Account Type	Account Description
Sales Navigator	• Aimed at sales professionals who want to find and connect with potential clients. • Offers advanced lead and company search capabilities, personalized algorithm-driven recommendations, and CRM integration.
Recruiter Lite	• Designed for recruiters and hiring managers to streamline their recruiting process. • Provides advanced search tools, InMail credits, and candidate tracking features.
LinkedIn Learning	• 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	• For businesses and organizations to establish a presence on LinkedIn. • Allows posting updates, job listings, and company news, as well as engaging with followers.