

LinkedIn Manual

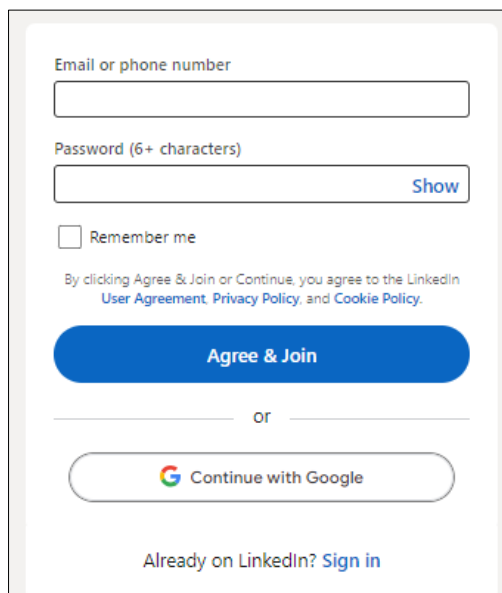
LinkedIn is a professional networking platform that connects individuals, companies, and recruiters. It's designed to help users build their professional identity, connect with peers, and discover job opportunities.

Why to use LinkedIn?

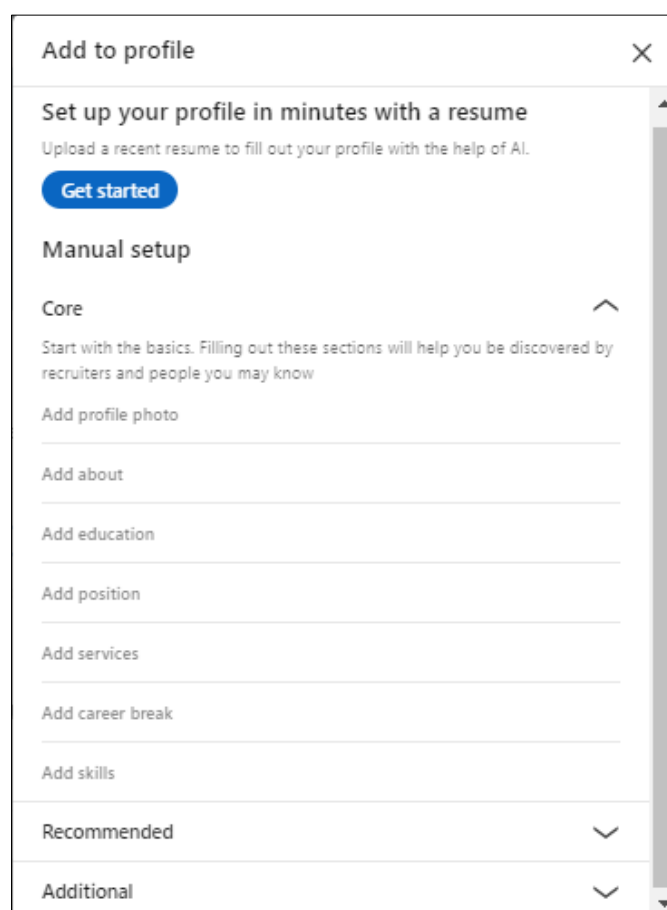
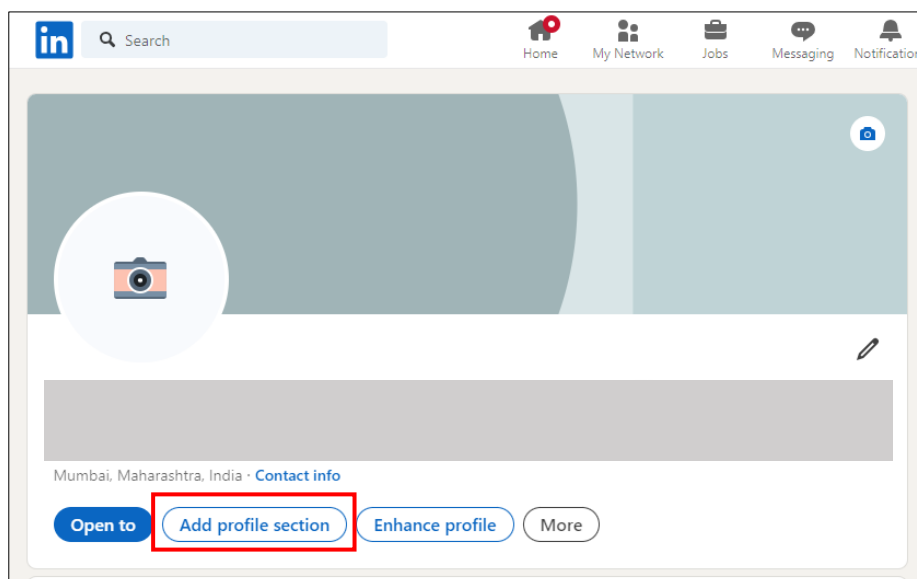
- **Professional Networking:** Connect with industry peers and build lasting professional relationships.
- **Job Opportunities:** Access a wide range of job postings tailored to your skills and interests.
- **Personal Branding:** Showcase your expertise and achievements to enhance your online presence.
- **Industry Insights:** Stay updated on trends by following companies and thought leaders.
- **Professional Groups:** Join industry-specific groups to engage with like-minded professionals.
- **Networking Events:** Discover and participate in professional events and webinars.

Getting Started

- Visit LinkedIn www.linkedin.com or download the LinkedIn app from your app store.
- Create your account by clicking on the 'Join now' button. Enter your Email address /phone number and create a Password. Click on 'Agree & Join'.

A screenshot of the LinkedIn sign-up form. It features a light gray background with a white rounded rectangle containing the form fields. At the top, the text "Email or phone number" is above a white input box. Below that, "Password (6+ characters)" is above another white input box, which has a blue "Show" link to its right. Under the password box is a checkbox labeled "Remember me". Below this is a line of text: "By clicking Agree & Join or Continue, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy." This is followed by a large blue rounded button with the text "Agree & Join" in white. Below the button is a horizontal line with the word "or" in the center. Underneath is a white rounded button with the Google logo and the text "Continue with Google". At the bottom, the text "Already on LinkedIn? Sign in" is displayed.

- Complete your profile information (Name, Location, School/College/Company etc.)
- Add your Profile Picture (should be professional)
- Enter a compelling headline (right below the profile picture) that highlights your current role, skills, or professional goals.
- Customize your LinkedIn profile URL by going to your profile and clicking on 'Edit Public profile & URL' on the right side.
- Go to 'Add profile section' and add fields such as 'About/Summary', 'Education', 'Skills', 'Position/Experience', 'Services', 'Projects', 'Awards', 'Contact Info' etc.



Add education

Notify network

Turn on to notify your network of key profile changes (such as new education) and work anniversaries. Learn more about [sharing profile changes](#).

On

* Indicates required

School*

Ex: Boston University

Degree

Ex: Bachelor's

Field of study

Ex: Business

Start date

Month

Year

End date (or expected)

Month

Year

Grade

Activities and societies

Ex: Alpha Phi Omega, Marching Band, Volleyball

Save

- Add all the relevant and important information to complete setting up your profile.

How to Use LinkedIn

- **Network/Connect:** Send connection requests (usually with a note to explain why you want to connect) and connect with people in your industry, alumni etc. Also follow industry leaders for insights and updates.
- **Engage:** Like, comment and share posts from your network.
- **Posts:** Post updates or articles regularly and use appropriate hashtags.
- **Join Groups:** You can join relevant groups to network and share knowledge.
- **LinkedIn Learning:** You can use it to do online courses to build new skills or improve existing ones.
- **Job Search:** You can set up job alerts for positions that match your interests/qualifications and use the 'Open to work' feature.
- **Monitor and Update:** Dedicate time to check notifications and messages. Regularly update your profile with new posts, skills, experiences, career journey etc.

LinkedIn is an essential tool for professionals seeking to enhance their careers and build meaningful connections in their industries. Hence, by effectively utilizing the platform's features such as networking, engaging with content, and showcasing your expertise, you can create a robust professional presence that attracts various opportunities. It is important to keep a professional tone in all your posts and interactions. Whether you're seeking job opportunities, industry insights, or methods to grow your network, LinkedIn offers a comprehensive platform to help you achieve your goals. By staying active and continuously updating your profile, you position yourself for success in today's competitive job market. Utilize LinkedIn as an essential resource on your professional journey!