

# Let's Connect professional on LinkedIn

The platform allows users to create a professional profile, detailing their work experience, skills, education, and more. LinkedIn is widely used for job hunting, professional networking, and business development. It's a valuable tool for personal branding, establishing industry expertise, and staying connected with the professional community. LinkedIn gathers data across LinkedIn profiles to provide policymakers, employers, workers and educators with data-driven insight into patterns that help align workforce supply with demand worldwide. Such patterns include when people generally look for the next step in their career, work migration trends in specific geographical locations, skills gaps in specific industries and what cities are "stickiest," i.e., areas that employees are less like to move away from.



## **History of it:**

LinkedIn was founded by Reid Hoffman, Allen Blue, Konstantin Guericke, Eric Ly, and Jean-Luc Vaillant. The idea for LinkedIn originated in Reid Hoffman's mind while he was working at PayPal.



He envisioned a platform that could digitally replicate the process of professional networking and help individuals connect with others in their industry or related fields. The site, which was launched in May 2003, currently has over 850 million members, around 191 million from the U.S. , with over 58 million registered in over 200 countries and territories. According to Reid Hoffman, nearly 30% of LinkedIn subscribers are recruiters. Microsoft acquired LinkedIn in June 2016 for \$26.2 billion. According to some experts, the rich troves

of semi structured data that LinkedIn's members freely give away -- job titles, geographies, industry information, skill sets, etc. -- made the deal a steal, even though the LinkedIn acquisition was one of Microsoft's more expensive purchases to date.

## **Timeline of LinkedIn's Creation:**

Let's see the timeline of the LinkedIn How it is Started. For graphical understanding and for better understanding let us take a look for graphical understanding method. Here is about the Timeline of the LinkedIn.

### **Conception (2002)**

- Reid Hoffman, along with his co-founders, conceptualized the idea of creating a professional networking platform. The goal was to provide a space where professionals could connect, share information, and collaborate.

### **Launch (May 2003)**

- LinkedIn was officially launched on May 5, 2003. The platform aimed to serve as a professional networking tool, allowing users to create profiles, connect with colleagues and peers, and build a professional network online.

### **Early Growth (2004-2008)**

- In its early years, LinkedIn focused on attracting professionals from various industries. The platform introduced features like endorsements and recommendations, contributing to its reputation as a reliable space for professional networking.

### **IPO (May 2011)**

- LinkedIn went public with its initial public offering (IPO) on May 19, 2011, trading on the New York Stock Exchange under the symbol "LNKD." This marked a significant milestone in the company's growth.

### **Acquisition by Microsoft (2016)**

- In June 2016, Microsoft announced its acquisition of LinkedIn for \$26.2 billion. The acquisition aimed to integrate LinkedIn's professional network with Microsoft's productivity tools and cloud services.
-

# Why we have to use LinkedIn?

LinkedIn is used primarily by three groups of people: individuals, sales reps and recruiters

+ **Individuals**- LinkedIn is a great way to manage your career, find a job, research companies, connect with business contacts and get news about your industry.



+ **Salespeople**-often used LinkedIn to generate leads and build relationships with potential customers.



+ **Recruiters**- use LinkedIn to find candidates for open positions, research companies and connect with potential employees.



### **Key features of LinkedIn include:**

Key features include a newsfeed for sharing updates and engaging with connections, groups for industry-specific discussions, and a job search feature for both job seekers and employers. Over the years, LinkedIn has evolved with additional features like endorsements and recommendations. Some of the key features of LinkedIn for the User's for the better understanding and helpful for their usage.

#### **Profile:**

Users create a professional profile that serves as their online resume. This includes a summary,

work experience, education, skills, and endorsements.

### **Connections:**

LinkedIn users connect with others to build their professional network. These connections can be colleagues, classmates, industry professionals, or anyone else relevant to their professional life.

### **Feed:**

Users can post updates, articles, and share content with their network. The feed is a way to stay updated on the activities and achievements of connections.

### **Groups:**

LinkedIn offers groups where professionals with similar interests can discuss industry trends, share knowledge, and network.

### **Job Listings:**

LinkedIn has a robust job search feature where users can find and apply for job opportunities. Employers also use the platform to post job openings and search for potential candidates.

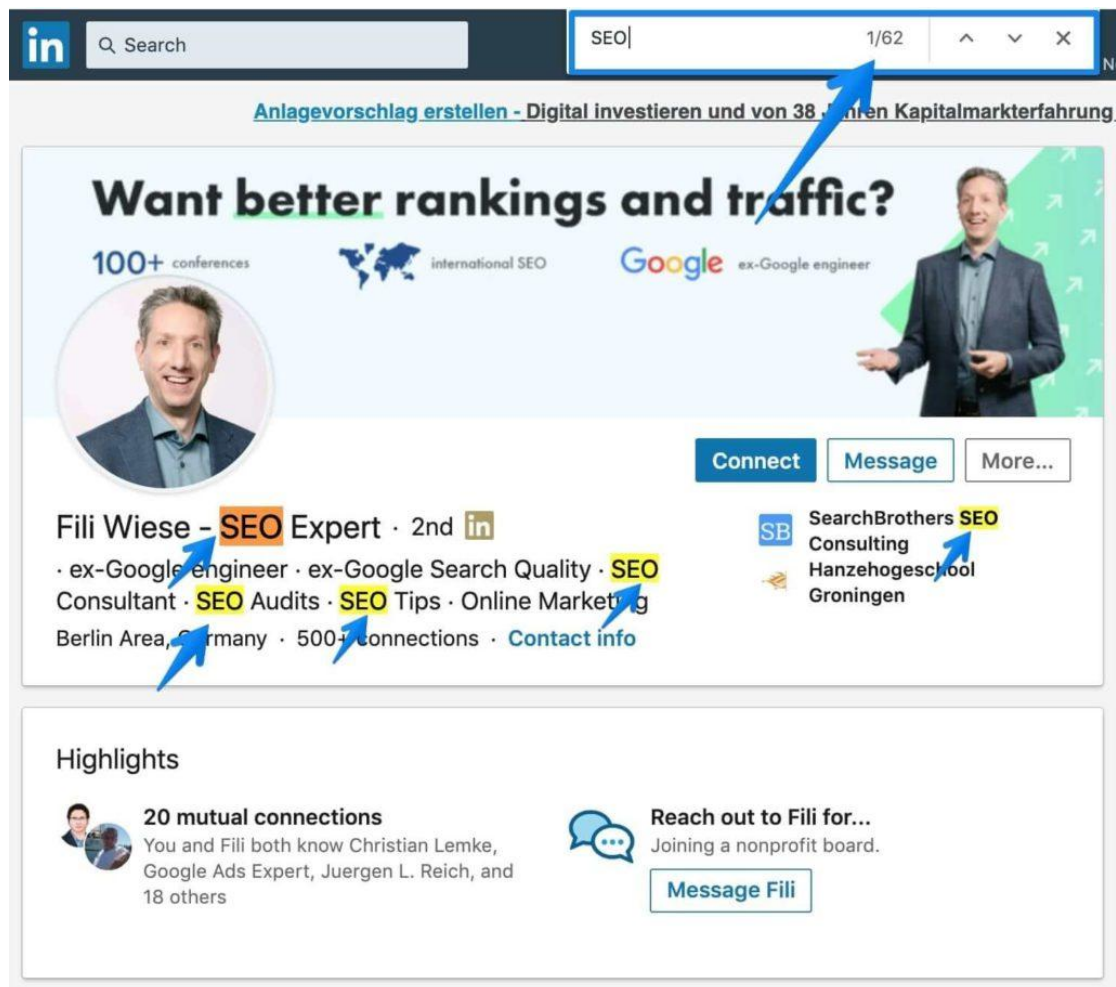
## **Messaging:**

Users can communicate with their connections through private messages, allowing for professional networking and discussions.

## **How to make an Account in LinkedIn?**

Steps to be followed for signup:

- ✓ Go to **linkedin.com**, and click Join now. You are asked to enter your first name, last name and email address, as well as to create a password. You are also asked to select your country/region and primary language.
- ✓ After you have entered all of the required information, click **Join LinkedIn**. You are then taken to a page where you can complete your profile by adding additional information about your work experience, education, skills and interests.
- ✓ Once you have completed your profile, you can start connecting with other LinkedIn members

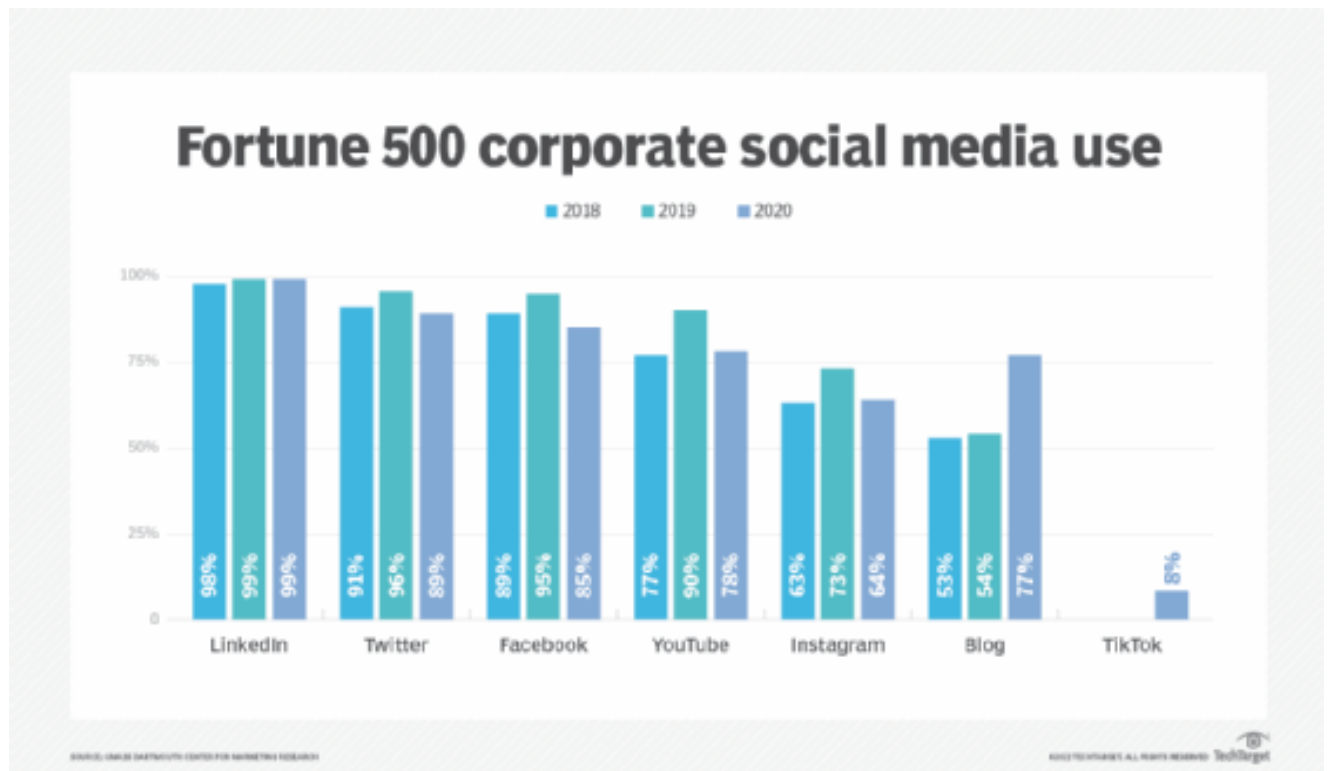


## What is the difference between LinkedIn and other forms of social media?

LinkedIn is different from other social networking sites, like Facebook, Twitter and Instagram, in that it is designed specifically with business networking in mind. It's a more closed network, where members usually only connect with people they already know or have been introduced to by someone in their network. This makes LinkedIn ideal for building professional relationships, as opposed to personal ones. That being said, LinkedIn does offer some features that are similar



to other social networks, such as groups and discussion forums.



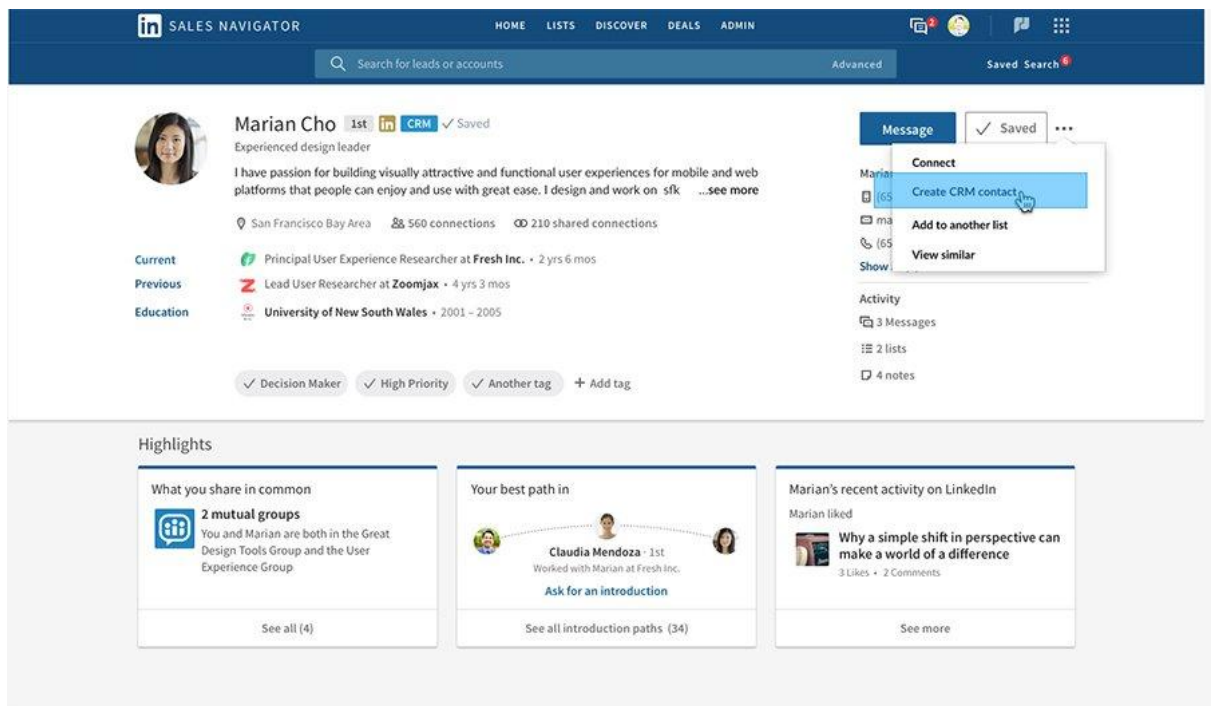
## What does a LinkedIn Premium subscription offer?

In addition to the features available to basic members, LinkedIn Premium subscriptions offer a number of features designed to help users be more productive and successful in their careers. Some of these features are the following:

- ✓ **InMail messages** can be sent to any member, even if you are not connected to them. This is a strong feature for recruiters who often

reach out to candidates they don't know personally during recruitment sessions.

- ✓ **Advanced search filters** enable users to narrow their search results to find exactly the right person they are looking for.
- ✓ **Profile views** enable you to see who has viewed your profile and when. This is helpful when members are searching for new employment opportunities and want to know potential companies that might be reviewing their profile.
- ✓ **Sales Navigator** is a tool designed specifically for salespeople that provides access to leads, account details and contact information.



## Best practices for creating your LinkedIn profile

While the process for signing up for a LinkedIn account is relatively simple, there are a few best practices you want to keep in mind to create an effective LinkedIn profile:

- ✓ Be sure to use a professional photo as your profile picture. This helps you make a good first impression on potential employers or business contacts.
- ✓ In the About section of your profile, be sure to include a brief overview of your experience and

skills. This is a great way to give potential employers or customers a snapshot of who you are and what you can do.

- ✓ In the Experience section of your profile, be sure to list all relevant work experience, including job titles, dates of employment and descriptions of your responsibilities.
- ✓ In the Education section of your profile, be sure to list all relevant educational degrees and coursework.
- ✓ In the Skills section of your profile, be sure to list any relevant skills or qualifications you may have. These could include things like proficiency in certain software programs or languages.
- ✓ Be sure to connect with other LinkedIn members who you know and trust. This helps you build your network and expand your reach on the site.
- ✓ Finally, don't forget to regularly update your LinkedIn profile as your experience and skills grow and ask the appropriate colleagues to give you a professional endorsement and be sure to provide them with one in return. This helps ensure that your profile is always up to date and eye-catching.

# THE SIX ELEMENTS OF A SUCCESSFUL LINKEDIN PROFILE

1

## HEADLINE

This is one of the most important parts of your LinkedIn Profile. Your headline needs to say something relevant about who you are and what you do in a compelling way.

2

## PROFILE PICTURE

The best LinkedIn photos show your body from shoulders up. Ensure that you are smiling in your photo. You will also want to have a solid background behind you.

3

## ABOUT SECTION

This is the part of your profile where you tell a story. Focus on capturing the reader's attention and communicating your brand.

4

## EXPERIENCE & EDUCATION

Provide brief descriptions of each company you worked for to help add scale to your experiences there.

5

## SKILLS & ENDORSEMENTS

Add 50 skills that are most relevant to your future employment targets, particularly if you are considering pivoting to a new industry.

5

## RECOMMENDATIONS

Recommendations are how other LinkedIn users can vouch for your experience. They add credibility to your profile and create social proof that can help strengthen your brand.

As a Student's its very much need to know about this platform for their future.It helps a lot of people to choose their career through this platform **“LINKEDIN”**.

