

# Mastering LinkedIn

Karen Brown




Download free books at

**bookboon.com**

Karen Brown

# Mastering LinkedIn

Learn how to optimise your profile, develop a connection strategy and find relevant jobs



Mastering LinkedIn: Learn how to optimise your profile, develop a connection strategy  
and find relevant jobs

1<sup>st</sup> edition

© 2014 Karen Brown & [bookboon.com](http://bookboon.com)

ISBN 978-87-403-0618-7

# Contents

1	About the Author	7
2	Introduction	8
3	Setting up your LinkedIn account	9
4	Take a tour of your LinkedIn account	10
4.1	Home	10
4.2	Profile	10
4.3	Network	11
4.4	Jobs	11
4.5	Interests	12
5	Optimising your LinkedIn profile	13
5.1	Getting found in search results	14
5.1	How to get a 100% complete profile	15

I joined MITAS because  
I wanted **real responsibility**

The Graduate Programme  
for Engineers and Geoscientists  
[www.discovermitas.com](http://www.discovermitas.com)



**Month 16**

I was a construction supervisor in the North Sea advising and helping foremen solve problems

Real work  
International opportunities  
Three work placements



 **MAERSK**



<b>6</b>	<b>Developing your LinkedIn Profile</b>	<b>16</b>
6.1	Switching off activity broadcasts	16
6.2	A word about spelling and grammar	16
6.3	Adding and uploading supporting documents	16
6.4	Your thumbnail	17
6.5	Your background	23
6.6	LinkedIn profiles in multiple languages	31
6.7	Other parts of your profile	32
6.8	Don't forget	38
<b>7</b>	<b>Building Connections</b>	<b>39</b>
7.1	What are connections?	39
7.2	The types of connection on LinkedIn	40
7.3	Where you can find connections	40
7.4	Sending out "Invitations to connect"	41
7.5	Accepting "Invitations to connect"	43
7.6	Removing connections	43



<b>8</b>	<b>Job seeking on LinkedIn</b>	<b>44</b>
8.1	Job seeking 101	44
8.2	Where to find jobs on LinkedIn	45
<b>9</b>	<b>Keeping on top of your LinkedIn account</b>	<b>48</b>
9.1	LinkedIn mobile apps	48
9.2	LinkedIn integration with MS Outlook	48
9.3	Manage emails from LinkedIn	48
9.4	Task Lists	49
<b>10</b>	<b>Your final LinkedIn checklists</b>	<b>51</b>
10.1	Your LinkedIn profile	51
10.2	Your Connection strategy	52
10.3	Job hunting with LinkedIn	52
10.4	Your digital footprint:	53

ENGINEERING, RESEARCH AND OPERATIONS

**85** years of  
innovation

>120,000 employees  
>140 nationalities  
~85 countries of operation

**Who are we?**  
We are the world's largest oilfield services company. Working globally—often in remote and challenging locations—we invent, design, engineer, and apply technology to help our customers find and produce oil and gas safely.

**Who are we looking for?**  
We're looking for high-energy, self-motivated graduates with vision to work in our engineering, research and operations domain.

**What will you be?**

careers.slb.com

**Schlumberger**

Copyright © 2013 Schlumberger. All rights reserved.





# 1 About the Author

Karen Brown is a social media trainer who has written 5 books to date about LinkedIn and Twitter. As well as providing one to one training, she is also developing a range of online courses to help people master LinkedIn. These courses will be available at [www.udemy.com](http://www.udemy.com), from 1st February, and as a special offer to bookboon.com, up to 100 readers of this ebook can access any one of the LinkedIn Master courses for free by using the voucher code “bookboon”.

She has 3 websites:

- [www.karensebooks.com](http://www.karensebooks.com)
- [www.linkedintraining4jobs.com](http://www.linkedintraining4jobs.com)
- [www.linkedintraining4biz.com](http://www.linkedintraining4biz.com)

You can also connect with her on:

**LinkedIn** – <http://www.linkedin.com/in/karenbrownauthor>

**Facebook** – <https://www.facebook.com/karenbrownebooks>

**Twitter** – [https://twitter.com/Karens\\_eBooks](https://twitter.com/Karens_eBooks)

Or join her LinkedIn group [Karen's eBooks Social Media Support](#), where Karen, and other group members, will answer questions and offer help and advice.

## 2 Introduction

LinkedIn is a social media giant, having over 225 million users worldwide (as at June 2013). It is used by professionals to:

- Post their Curriculum Vitae (CV), also known as a résumé, on line.
- Develop a network of connections.
- Demonstrate their expertise through status updates and group discussions.
- Research companies and educational establishments.
- Keep up to date with the latest developments in their field, through group discussions and thought leaders.
- Find, and in some cases, apply for jobs.

Like all computer applications, using LinkedIn is part art and part science. The science bit is being able to navigate around the application and complete fields of information. The art lies in understanding how it works and leveraging that to your advantage. This is how this eBook will help. It will take you on a journey, helping you set up a basic account, teaching you how to optimise your LinkedIn profile, showing you how you can build up a network of contacts and ultimately assisting you to find jobs through LinkedIn.



# 3 Setting up your LinkedIn account

To set up your own LinkedIn account, you will need an email account (either work or home) that you have access to. You will also need an image of yourself and your CV, for use in setting up your LinkedIn profile.

Navigate to the LinkedIn website: [www.linkedin.com](http://www.linkedin.com)

There will be an option to either sign in or join. To join, enter your:

- First name.
- Last name.
- Email address.
- A password – this must be at least 6 characters.

Once you have done this, click on [**Join now**].

LinkedIn will then take you to the next screen, which will help you start to build your LinkedIn profile by asking about your current employment status i.e. are you employed, a job seeker or a student?

Select the relevant option and then complete the remaining fields. These will depend on your chosen status. Once finished, click on [**Create my profile**].

The next screens will ask you to logon to your email account to check to see if any of your contacts have existing LinkedIn accounts, and also to confirm/validate your email address.

Once you have completed this process, you will have a basic account and access to the application. Let's take a tour of your new account.

# 4 Take a tour of your LinkedIn account

It's really important that you can navigate comfortably around your new account, so we'll look at each screen in turn and explain their significance.

## 4.1 Home

The [**Home**] screen is where you can see the status updates of people, companies and news channels that you are connected to or follow. Whilst it's unlikely that industry leaders such as Richard Branson will connect with you, you can follow them and view any posts that they have added.

The [**Home**] tab now also displays your activity (and that of your connections.) These are LinkedIn's equivalent of status updates and they include:

- Status updates that you have added. These could be articles that you have found on the internet.
- Articles or posts that you have liked and/or shared. If you share an article, you can choose to share it with just your connections, everyone and your Twitter account.
- Who your new connections are.
- Any update to your profile (unless you have activity broadcasts stitched off).
- Your activity is displayed in your connections news feed, so if it a useful tool to remind people of who you are and what you do.

## 4.2 Profile

The profile screen is where your CV is displayed. Your LinkedIn profile is made up of:

- **Your thumbnail** area which provides a basic summary of your name, image, companies worked for and education.
- **Your background** section is where you have recorded your experience, education and other relevant sections. This section forms the bulk of your profile and is essentially the same information that you would record on a CV.
- **Recommendations** – given and received. These are immensely important and if, for example, you have recommendations from clients as well as previous managers, they can carry a lot of weight with potential employers.
- **Your connections.** When someone views your profile, you have the option of letting them view your connections, including those shared with the person viewing your profile. So if someone wants to get introduced to you, this can help facilitate it.

- **Groups** you are a member of. Groups are a great way of connecting with peers and making new connections. They also form part of your network and allow other users to connect with you.
- **Following** – influencers, news and companies. Show potential connections who and what interests you. If there is a specific company you'd like to work for, then follow them. You'll be able to see who you know that works there, what jobs are available and what they say about themselves. Now imagine applying for a job, staff checking your profile out and seeing that you are both interested enough in their company to follow their updates, but that you are also connected to several people who already work there.

The [**Profile**] menu option also includes sub menus for [**Edit profile**] and [**Who's viewed your profile**]. The [**Edit profile**] screen lets you change and update your profile, whilst the [**Who's viewed your profile**] screen shows you who has viewed your profile, giving you the option to connect with them. It also shows you how many times you have appeared in search results and how many times your profile has been viewed. This is really important.

If you are not appearing in searches, then there is something seriously wrong with your profile and the keywords that you have included there (or not!).

If people don't view your profile, then, either you are appearing low down in the search results or there is something off-putting in how you appear in search results. This could be a lack of image, a poor headline or poor spelling/grammar.

Either way, these two statistics are good indicators of the health of your profile.

## 4.3 Network

Your networking screens are broken down into "Contacts", "Add connections" and "Find Alumni". They allow you to view the people you who are contacts (the [In] icon is shown in grey in the "Contacts" screen), those you have connected with (the [In] icon is shown in blue), by how recently you connected, by alphabetical order or by how recently you conversed with them. You can also set up your email account to sync with LinkedIn, as well as import or export your contacts details.

## 4.4 Jobs

This is where jobs are posted by companies. You can search for jobs by company, keyword or job title. The search criteria can then be saved and re-used. You can also save jobs to look at later, and some companies allow you to use your LinkedIn profile to apply for the post. This makes it really important that your profile is up to date and reflects your current knowledge, skills and experience.

## 4.5 Interests

This is made up of 4 screens:

- **Companies.** There are over 3 million different company profiles on LinkedIn. These profiles are made up of up to three sections: an overview of the company, an optional careers section showing jobs available and information about working for the company, and products and/or services provided by the company. This is therefore a mine of information that can be used to research the company you would want to work for. Those companies that you follow are shown in your profile and the company updates will be shown in your **[Home]** screen. Great for interview preparation.
- **Groups.** There are over 1 million different groups ranging from over 1 million members to 1 or 2! These are where most of the networking goes on in LinkedIn. The groups you join are displayed in your profile and give an indication of what you're interested in.
- **Pulse.** This is the LinkedIn news area, where you can see which influencers, publishers and news channels are on LinkedIn and follow them. Again, they can be seen on your profile and their status updates will be shown in your **[Home]** screen.
- **Education.** This is a new section, added after LinkedIn decided to widen its audience to help students gather information about prospective colleges and universities. However, as it is a new feature, many schools and universities have yet to add their profiles.

Please note: as LinkedIn develops, these screens may be subject to change.

On the top right-hand side of your profile, LinkedIn has several icons that include:

- An envelope. This icon links to an internal messaging system where invitations to connect are stored. You can also send and receive emails to your connections.
- A flag. This icon flags up system notifications e.g. when someone has been added as a connection.
- A +Person icon. This links you back to the add connections screen.
- Your image. This icon links to a drop down list of options, including your account settings. You can:
  - Add alternative email addresses to help you get found by contacts.
  - Change your password.
  - Set privacy controls for your profile.
  - Set out the frequency of emails you want to receive from LinkedIn, and who you are willing to receive emails from.
  - View your account settings, including closing your account.

Now that you have set up your account, take a few moments to familiarise yourself with the layout of the application. We'll then look at setting up and optimising your LinkedIn profile.

## 5 Optimising your LinkedIn profile

So why do you need to optimise your LinkedIn profile and what does it entail? Well, imagine that you are recruiting for a job and want to use LinkedIn for this purpose. To start with there are, quite literally, millions of candidates to choose from! So the first thing you will do is use some form of search criteria to find potential candidates. This means that as a LinkedIn user you need to ensure that your profile can be found by having the right keywords in your profile. Think about what skills a recruiter will search for, given the type of work that you want or are looking for, and make sure they are included in your profile. For example the word “Etsy” appears in my profile twice, but accounts for 1% of the keywords that led to me! (Note: being able to see what keywords led to you is a feature of premium accounts).

Next, when you view the search results, the people connected to you are shown first, then those profiles that are complete. So to get found in search results, the LinkedIn user needs to have a wide variety of connections, joining groups where peers and recruiters hang out. You also need to ensure that your profile is complete.



**#1**  
in eco-friendly  
attitude

**STUDY AT  
LINKÖPING UNIVERSITY, SWEDEN**  
RANKED AMONG TOP 50 UNIVERSITIES UNDER 50

Interested in Engineering and its various branches? Kick-start your career with a master's degree from Linköping University, Sweden.

→ **Click here!**

 **Linköping University**



Once you look at the search results, you'll then go on to click on and view some of those profiles, and maybe contact the person to see if they would be interested in some work. This means your profile needs to:

- Be well set up.
- Be in a logical order.
- Prioritise the information that recruiters are looking for first i.e. that you have the skills, experience and knowledge to do the job.

## 5.1 Getting found in search results

As LinkedIn gets bigger, it's getting harder and harder to get found in search results, so here's some helpful information on how LinkedIn search currently works.

LinkedIn prioritises the search results in terms of the person doing the search. It prioritises people in the following way:

- The type of connection you have to the person i.e. 1<sup>st</sup> degree connections are shown first, then 2<sup>nd</sup> degree, then groups, then 3<sup>rd</sup> degree and everyone else.
- How connected you are to the person searching. This includes what locations, jobs, skills etc. that you have in common. The more you have in common with the person searching, the higher up in the search results you will appear. So for example, if the search results include 10 1<sup>st</sup> degree connections fitting the search criteria, then those most in common with you will be shown first.
- The completeness of your profile. 100% complete profiles are shown first. If your profile is not 100% complete, then you are going to be way down in the search results! (LinkedIn states that "users with complete profiles are 40 times more likely to receive opportunities through LinkedIn")

When you are found in search results, what the person sees is:

- Your image.
- Your name and by what degree you are connected to the person.
- Your headline.
- Your country and industry.
- How you are connected to the person.

To see what I mean, search for "John Smith" (or another very common name) and see how LinkedIn sorts out who to display first. In my case, there are no 1<sup>st</sup> degree connections, over 200 2<sup>nd</sup> degree connections, nearly 3000 group members and then nearly 60,000 other people with that name. Whilst the first person displayed doesn't have an image displayed (and therefore doesn't have a 100% complete profile), we have 3 shared connections and went to the same school!

Download free eBooks at [bookboon.com](http://bookboon.com)

## 5.1 How to get a 100% complete profile

LinkedIn considers a profile 100% complete if it has:

- A Profile Photo.
- Your country and industry – you entered these when you set up your LinkedIn profile.
- An up-to-date Current Position (with a description).
- Two Past Positions (also with descriptions).
- Your Education.
- Your Skills (minimum of 3).
- At least 50 Connections.

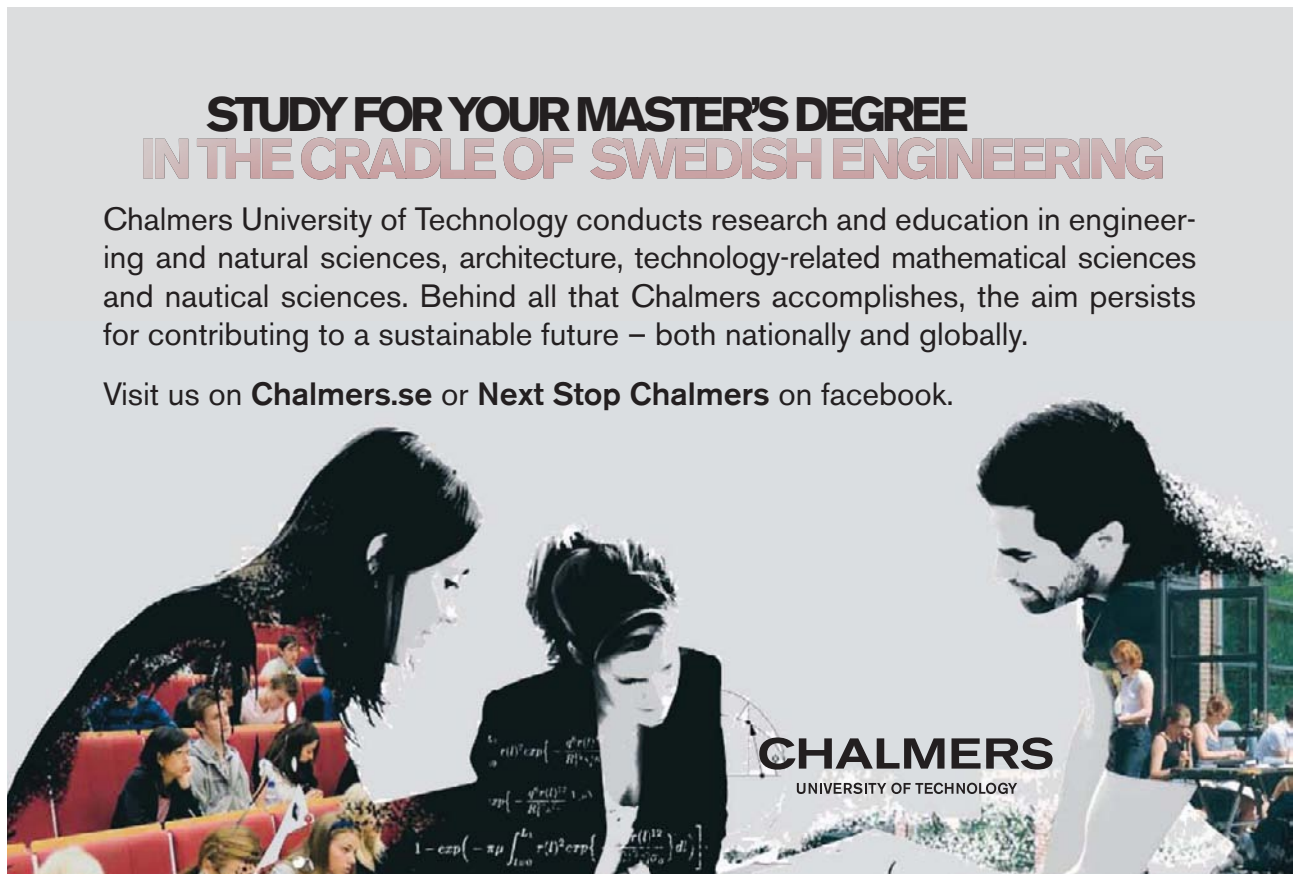
So that's our next task... completing your profile, ensuring that it is the best it can be.

Logon to LinkedIn, then navigate to the [**Profile**], [**Edit profile**] screen. To make any changes to your profile, click on the pen icon next to the relevant field. If at any time you have any questions, remember you can contact me via my LinkedIn group, Twitter or Facebook.

**STUDY FOR YOUR MASTER'S DEGREE  
IN THE CRADLE OF SWEDISH ENGINEERING**

Chalmers University of Technology conducts research and education in engineering and natural sciences, architecture, technology-related mathematical sciences and nautical sciences. Behind all that Chalmers accomplishes, the aim persists for contributing to a sustainable future – both nationally and globally.

Visit us on **Chalmers.se** or **Next Stop Chalmers** on facebook.



The advertisement features a collage of images: students in a lecture hall, a woman looking at a laptop, and a man working on a laptop. Overlaid on the images are several mathematical formulas, including 
$$\frac{L_1}{\sigma} r(t)^2 \exp\left[-\frac{q^2 r(t)^2}{4t^{1+\frac{1}{\sigma}}}\right]$$
, 
$$\exp\left\{-\frac{q^2 r(t)^2}{4t^{1+\frac{1}{\sigma}}}\right\}$$
, and 
$$1 - \exp\left(-\pi \mu \int_{L_0}^{L_1} r(t)^2 \exp\left\{-\frac{q^2 r(t)^2}{4t^{1+\frac{1}{\sigma}}}\right\} dt\right)$$
. The Chalmers University of Technology logo is visible in the bottom right corner of the ad.





# 6 Developing your LinkedIn Profile

Your LinkedIn profile is the cornerstone of your LinkedIn account. It is your CV online, and as such, it will build up as your career develops. For this reason, you need to keep on top of it, making sure that it is always up to date and accurate. Any lies or gross exaggerations will be quickly found out, by anyone simply talking to the people who have studied or worked with you. Don't lose your reputation, credibility or job by making this one mistake.

## 6.1 Switching off activity broadcasts

Before we start building or updating your LinkedIn profile, it is recommended that you switch off activity broadcasts. This way, as you update each section, your connections won't be notified that you have done so.

To do this, on the top right hand side of your screen, to the right of messages and notifications, click on the icon with your image. A drop down list will appear. Choose **[Privacy and Settings]**. You will be asked for your LinkedIn password. Enter it again. In **[Profile]**, **[Privacy Controls]**, click on the link for **"Turn on/off your activity broadcasts"**. Untick the option.

You can now make all the changes that you want without telling everyone about it!

## 6.2 A word about spelling and grammar

The biggest mistake people make on their CV's, job applications and LinkedIn profiles are mistakes with spelling and grammar. Never under-estimate the impact one spelling mistake can have. When an employer has to review a large number of job applications for one post, the first thing he/she will do is immediately bin any with a spelling mistake. Amongst other things, it demonstrates a lack of attention to detail. This is something most employers will find unacceptable.

It is strongly recommended that you ask someone to review your LinkedIn profile for spelling and grammatical errors. There are accredited proof readers available, and many can be found on specialist websites or via Twitter. In addition, if you create a profile in another language e.g. in French and English, make sure that a native speaker reviews any profiles set up that are not in your native language.

## 6.3 Adding and uploading supporting documents

In some sections of your profile, namely your summary, experience and education, you have the option of adding a link e.g. to SlideShare to add a presentation, YouTube for a video etc. or uploading a document. This is indicated by a square box with a + next to it.

This provides you with the opportunity to showcase your abilities and previous work carried out. It also supports the information and achievements you have recorded in your profile. Instead of saying what it is you can do, you are showing people and giving them the opportunity to judge for themselves.

Download free eBooks at [bookboon.com](http://bookboon.com)



## 6.4 Your thumbnail

Your thumbnail section is made up of your image, your name, profession and location, most recent jobs, your education, contact details and the URL link to your public profile. It is the first thing people see when they look at your profile and so any mistakes made here will mean the person won't scroll down any further.

### 6.4.1 Your name

This should be the name that you are known by and be in title case i.e. John Smith, not john smith, JOHN SMITH or John SMITH. You should also use the name that you are known by, not what's on your birth certificate so for example, if you are known by a shortened version of your name like Liz instead of Elizabeth, or by your middle name, then use that.

The other thing to consider is whether or not you have letters after your name e.g. BSc, MBA, PhD, CIPD. LinkedIn doesn't have a way of adding these, so, to record them, add them to your last name. Your profile name will then reflect the name used on your CV, business cards etc.

Note: Some people include other information such as telephone numbers. Please don't.

#### **Name Checklist:**

- Is it the name that you are known by?
- Is your name in title case?
- Do you need to include any additional information?

### 6.4.2 Your headline

When you set up your account, this was your job title. However, LinkedIn allows you 120 characters for your headline so why not make the most of them! Contrary to what some people will tell you, there is no magic formula for a great headline. Include your job title, but also add something more about yourself, for example if you are an accountant or lawyer, what do you specialise in? Compare these two headlines:

Accountant for ABC Co. – 22 characters.

Accountant with 10+years' experience working with small businesses, helping them reduce their tax bill – 103 characters.

When you look at your headline, think about your target audience. If it is a potential employer, what 3 things do they need to know about you? For example:

- Your current job title.
- What you specialise in.
- How you can help them.

Also, think about the top 3 keywords that someone would use to find you.

**★Tip★**

**Avoid jargon, buzzwords or clichés**

[LinkedIn](#) provided a list of the top 10 over-used buzzwords in the US in 2012. Those to avoid are:

1. Creative
2. Organisational
3. Effective
4. Motivated
5. Extensive experience
6. Track record
7. Innovative
8. Responsible
9. Analytical
10. Problem solving

**Headline checklist:**

- Does it include your current job title?
- Do you make the most of the space allotted?
- What keywords have you included?

#### 6.4.3 Your country

This was set by LinkedIn when you created your account. If this is wrong e.g. you work in one country but live in another, then change your country to best reflect your circumstances. To do this, click on the pen icon. You then have the option of changing your Postal code and Industry.

Note: Recruitment agents and potential employers should be able to see if you live in one country and work in another. This shows that you are flexible about where you work.

#### 6.4.4 Your industry

Again, you set this up when you created your account. If this is wrong or has changed, then click on the pen icon next to your country to change it.

#### 6.4.5 Your image

On LinkedIn it is essential to have a photo of yourself. Not only does it count towards the completeness of your profile, but this way, we know who we're talking too, if you're the person we're looking for and that your account isn't as likely to be a fake one. Also, by not having a photo, some people may assume that you don't know how to add one or that you have something to hide. It's surprising the amount of information a person gives away by the profile picture they choose.

When choosing a photo to upload there are a couple of requirements from LinkedIn. The image:

- must be in either a JPG, GIF or PNG file.
- should be at least 80×80 pixels and no more than 4000×4000 pixels.
- should have a file size of less than 4 MB.

**MÄLARDALEN UNIVERSITY SWEDEN**

**WELCOME TO OUR WORLD OF TEACHING!**  
INNOVATION, FLAT HIERARCHIES AND OPEN-MINDED PROFESSORS

**STUDY IN SWEDEN - CLOSE COLLABORATION WITH FUTURE EMPLOYERS**  
MÄLARDALEN UNIVERSITY COLLABORATES WITH MANY EMPLOYERS SUCH AS ABB, VOLVO AND ERICSSON

**TAKE THE RIGHT TRACK**  
GIVE YOUR CAREER A HEADSTART AT MÄLARDALEN UNIVERSITY  
[www.mdh.se](http://www.mdh.se)

**DEBAJYOTI NAG**  
SWEDEN, AND PARTICULARLY MDH, HAS A VERY IMPRESSIVE REPUTATION IN THE FIELD OF EMBEDDED SYSTEMS RESEARCH, AND THE COURSE DESIGN IS VERY CLOSE TO THE INDUSTRY REQUIREMENTS.  
HE'LL TELL YOU ALL ABOUT IT AND ANSWER YOUR QUESTIONS AT [MDUSTUDENT.COM](http://MDUSTUDENT.COM)



When choosing an image for your profile, always remember that LinkedIn is a professional networking site. So when choosing your image:

- Don't choose holiday, family or casual pictures.
- Don't choose company logos, images of your pets or avatars.
- Do make sure it is a recent photo.
- Use a head and shoulders shot rather than a full body picture, as people want to be able to see your face.
- Think about what you are wearing in the picture. Keep it smart. Suit and tie are best for men, whilst a smart jacket and blouse looks well on most women.
- For the ladies, make sure you use an image that has you made up for the office and not the office party!
- Also, think about grooming. You may think that the windswept look is sexy, but if you want people to take you seriously, keep that photo for Facebook. This is about looking, and behaving, in a professional manner.
- Select a relaxed pose where you are looking straight at the camera. Also, make sure your eyes are open and you're smiling.

When you upload your image, you can also select who can see your image:

1. Your connections.
2. Your network.
3. Everyone.

Your choice will depend on the level of privacy that you want.

**Your image checklist:**

- Do you have an image uploaded?
- Is the image of you alone?
- Is it a head and shoulder shot?
- What does the image say about you?

**★Tip★**


Dress for the job you want, not the job you have.


#### 6.4.6 Your contact information

Your contact information is actually a link that is made up of two sections:

1. **Information that is visible to everyone.** Specifically, your Twitter handle and up to three websites such as your blog, Facebook page, university course page or company website. Whichever links you choose to add, remember potential employers will be clicking on them, so if the Twitter account is a personal one, does it contain content that may not show you in the best light? Think about how many people have lost places at university and even jobs because of things said or shared on Twitter.
2. **Information that is visible to just your connections.** These are details of how to actually contact you in person, namely by email, IM, phone and address.

In each case, click on the pen icon next to the field name and record the appropriate information. For example, when entering your phone number, you can use the drop down menu to specify if it is your home, work or mobile number. Whereas, the address field gives you a blank space to record your address as you would on an envelope. Please note: providing your personal email address, phone number and address would leave you at risk of identity theft. Choose one method that people can contact you on e.g. mobile phone. Remember, LinkedIn has its own email system.



**TomTom** 

**WHERE DO YOU WANT TO BE?**

TomTom is a place for people who see solutions when faced with problems, who have the energy to drive our technology, innovation, growth along with goal achievement. We make it easy for people to make smarter decisions to keep moving towards their goals. If you share our passion - this could be the place for you.

Founded in 1991 and headquartered in Amsterdam, we have 3,600 employees worldwide and sell our products in over 35 countries.

For further information, please visit **[tomtom.jobs](http://tomtom.jobs)**



#### 6.4.6.1 To add your Twitter account

- Click on the **[Profile]** tab and choose **[Edit profile]**.
- Click on **[Edit Contact Info]**.
- Click on the pen icon to the left of the Twitter field.
- You are taken to the “**Manage your Twitter settings**” screen.
- Click on **[Add your Twitter account]**.

You will then be taken to the screen that authorises LinkedIn to connect to your Twitter account.

- Sign into your Twitter account.
- Tick the **[Display your Twitter account on your LinkedIn profile]** option.

#### 6.4.6.2 To add Websites

- Click on the pen icon to the left of the Websites field.
- In the first field, select **[Other:]** from the dropdown menu.

The line then changes to include a website title option.

- Enter a **[Website Title]**.

NB You can enter up to 30 characters in the **[Website Title]**. This means you can type in “My Facebook profile” or ABC Company website

- Next add the website URL.
- Repeat this with the other two website spaces, as needed.
- Click on **[Save]** when finished.

#### 6.4.7 Personalising your URL and public profile

When you set up your LinkedIn account, LinkedIn provided you with a URL that was made up of letters and numbers that linked to a public version of your personal profile. This public profile can be set up to show as much, or as little, detail for people to see. In addition, LinkedIn allows you to personalise the URL itself, so that it looks more professional and can be found more easily by search engines such as Google. This personalised link can then be used on business cards, email signatures etc. Alternatively, you could add it as a QR code on your networking cards.

##### 6.4.7.1 Personalising your URL

To the right of your URL is a link to **[Edit]**. Click on this link. The screen will change and you will see the public profile setting screen options.

- Click on **[Customize your public profile URL]**. You’ll find this on the right-hand side.

A new message box appears that allows you to create your URL. Type in your name and see if it is available. If it isn't, LinkedIn will make some suggestions, choose one or think of an alternative. When you have selected one that has not been taken, a tick will be displayed.

Note from LinkedIn: "Your custom URL must contain 5–30 letters or numbers. Please do not use spaces, symbols, or special characters"

When you have finished, click on [**Set Custom URL**].

#### 6.4.7.2 Editing your public profile

On the right-hand side of the public profile settings screen, you'll see your "**Profile Content**" options. You have the option of making your public profile available to everyone or no-one. If you choose everyone, then you can tick which sections of your profile that you would like displayed.

Note: LinkedIn apps make use of what information that you have made publically available.

As a minimum, I would suggest showing your:

- Headline.
- Summary.
- Skills.

This way interested parties can get a broad overview of your career, but you don't compromise your privacy.

## 6.5 Your background

This is essentially the CV section of your LinkedIn profile. Remember, to have a complete profile, LinkedIn requires that profiles should include your work experience, education and skills and expertise. These reflect what most employers want to know: do you have the knowledge, skills and experience for the job?

### 6.5.1 Your summary

A summary is probably the most under-used section on a CV, but it allows you to speak directly recruitment staff before they go on to read the rest of your information. If you think about CVs from the recruitment persons' point of view, they need to establish quickly if you might fulfil the requirements of the job, and they generally take about 30 seconds to make that judgement. This means that they need to see the most important information first. Writing a short summary at the beginning of your CV then gives the reader a broad overview of your story in your own words. If they are interested, then they'll read further.



Compare the following summary statements:

A dynamic leader with the ability to drive change and proven track record of high accomplishments in various areas.

Highly organized individual, believes in empowerment and team work, highly adaptable, strong business sense, effective communicator, result-oriented, and can-do attitude.

15+ years of experience leading teams of 10–200 staff members.

Managed 30+ projects ranging from \$100K–\$1.7M in budget.

200+ hours of presenting and training on a wide variety of subjects including innovation, teamwork and project management.

The summary statements above are very ambiguous, full of clichés and are very subjective. The summaries below, however, are full of facts that can be substantiated and demonstrate what the person could potentially bring to their next employer.



.....Alcatel-Lucent 

[www.alcatel-lucent.com/careers](http://www.alcatel-lucent.com/careers)

What if  
you could  
build your  
future and  
create the  
future?

One generation's transformation is the next's status quo.  
In the near future, people may soon think it's strange that  
devices ever had to be "plugged in." To obtain that status, there  
needs to be "The Shift".





To write your own summary, think about:

- What do you do and how do you do it?
- What you have achieved in your personal or professional life that can demonstrate your skills and expertise?
- What are your specialties?
- Which keywords that describe you are important?

Tips:

- Write your summary in the first person. It is you talking to the person reading your profile.
- Keep it short – 5 sentences or less.
- Employers aren't interested in your career goals; they want to know how you can fit into their organisation and how you can help them build up their business.
- Research your ideal employer and imagine that you're talking to them directly.
- Avoid clichés.
- If you find writing your own summary difficult, then [Fiverr.com](https://www.fiverr.com) has specialist LinkedIn summary writers that will only charge US\$5 to craft a well-written summary for you.

### 6.5.2 Your work experience

How much work experience you have will depend on how far along you are in your career. Regardless of how many jobs you have had, people may want to connect with you, now and in the future, based on where you work e.g. old and new colleagues, so include all jobs. This is one of the differences between LinkedIn and your paper/Word version of your CV. On a paper CV, you should limit the jobs you include to the last 10 years, as anything older than that would probably not be relevant. However, by including all your jobs, you allow colleagues throughout your career to contact and connect with you. You never know where the next opportunity may come from.

If you're just starting out, then you may have taken low paid work to get you through college or university. Don't under-estimate the skills that you picked up there. For example, working at a fast-food restaurant will probably give you customer-facing skills, working in a high-pressure environment, delivering to corporate standards of quality, money handling skills and so on. Include any experience at this stage, as this will help set you apart from those people who haven't had any work experience at all.

When completing your work experience, always include:

- **The company name.** If the company has a profile on LinkedIn, then your personal profile will link to the company profile, showing you as an employee there. This will allow colleagues to find you.
- **Your job title.** This should be as it is in your contract of employment.

- **The location.** As you record the town that you were based in, LinkedIn will offer suggestions as to the location e.g. Geneva, Switzerland.
- **The time period that you worked there.** Complete your start and end dates. Tick the box if you still work there.
- **Description.** State what it is that you actually did, and how your work contributed to the company that you work/ed for.

Some dos and don'ts for job descriptions.

- Do highlight your main job requirements, but remember, it's not a job description.
- Do keep your tone positive.
- Do ensure that keywords specific to your type of work are included.
- Do ensure that you include which software applications you used.
- Do include at least one achievement for each post e.g. exceeded sales targets, brought project in on time and to budget.
- Do use the first person e.g. I did, I was.
- Don't use clichés. We're all highly motivated, great communicators, able to work in teams and under pressure!
- Don't forget to check spelling and grammar.
- Don't list everything you've done. Keep to the main points.
- Don't lie or exaggerate what you did.

#### **Actions:**

- Is your employment history complete? Are there any gaps? If yes, are they explained?
- Does your employment history go back more than 10 years? If yes, keep the descriptions of posts older than 5 years short.

### **6.5.3 Your education**

The Education section is for recording the schools, colleges and universities that you have attended and the qualifications gained there. Again, it is one of LinkedIn's opportunities to connect with you, so whilst a CV would only include your most recent school/college/university, on LinkedIn, it is suggested that you consider including all post-primary schools to allow school friends to connect with you.

### **6.5.4 Your skills and expertise**

As your career develops, so does your skillset. LinkedIn allows you to record up to 50 different skills, and requires a minimum of 3 for a complete profile. Connections can then endorse these skills, (and suggest others!) validating what you say you can do. The skills are then displayed in order of most endorsed. This feature alone sets your LinkedIn profile ahead of your CV. It's one thing to say you have a skill. It's another for 10, 20, 30, 99+ people to say that they think you have them!

Download free eBooks at [bookboon.com](http://bookboon.com)

To identify your different skills, try and break them down into different groups, such as:

- Industry specific skills e.g. Java, Javascript, HTML.
- Specialist skills e.g. Search engine optimisation.
- Core IT skills e.g. Microsoft office (Word, Excel, Outlook, PowerPoint).
- Core business skills e.g. customer service, project management.
- Soft skills e.g. presentation skills, negotiation skills.

### Activity

- Review the types of job that you are looking for. What skills are employers looking for?
- Review the skills of some of your connections. What are the most frequent skills that are displayed? Are these the same skills employers were looking for?

#### 6.5.5 Sections for students

In 2011, LinkedIn introduced 5 new sections to help students showcase their abilities. All of these sections can then be linked to the specific course. Some of these sections are used by professionals who link them to a role instead.



REDEFINE  
YOUR FUTURE

**> Join AXA,  
A GLOBAL LEADING  
COMPANY IN INSURANCE  
AND ASSET MANAGEMENT**

redefining / standards 

agence cdg - © Photonstop



### 6.5.5.1 Courses

These can be:

- Modules/units/courses that form part of a qualification e.g. Object-orientated programming on a BSc in Computer Science. In this case, link the courses to the relevant qualification.
- Post-education courses that can be part of continuous professional development. Link to the relevant job.
- Stand-alone courses. Again, link to the relevant qualification or job.

### 6.5.5.2 Projects

These may be:

- Classroom projects e.g. build a basic database.
- Research projects e.g. develop a new method.
- Work-based projects e.g. office move, software roll-out or building project.

Projects, like courses, can be linked to either qualifications or jobs. They can also be individual or group, but if it is/was a group project, then include the other project team members.

### 6.5.5.3 Test scores

If you are studying at the moment, and would like to demonstrate to potential employers how good you are at a specific subject, then you can record some, or all, of your test scores. Alternatively, record your GPA.

### 6.5.5.4 Honours and Awards

Have you been nominated for, or won, an award? Have you been honoured in any way? Record them here. The award could be business, professional or personal. In this instance, it's all about the achievement.

### 6.5.5.5 Organisations

Which organisations did you contribute to at school, college or university?

### 6.5.6 Other sections that you could use

Your LinkedIn profile should now contain nearly all the elements required for a complete profile. These will also be what most people would include on their CV. However, LinkedIn provides a number of other sections that you can use. These will help you record addition skills and expertise not already recorded. Note: these sections are optional and do not form the requisite for a complete profile.

### 6.5.6.1 Languages

Record which languages you speak/read and to what proficiency. If you record this, then don't forget to record your native language.

### 6.5.6.2 Publications

Have you published anything? Thesis, research project, article, book? Include it here. The only mandatory field is the publication title.

### 6.5.6.3 Certifications

Certifications are earned from professional organisations, universities or private companies. There are 3 main types:

**Professional Certificates** from universities. These are certificates awarded as part of an educational program. For example the Professional Certificate in Advanced Health Assessment for Nurses and Midwives. These should be recorded as a qualification in the Education section.

**Product-specific certifications.** For example Microsoft MCSE, Oracle DBA. These certifications indicate that the holder has met a certain criteria and standards as set out by the certifying organisation.



**Nido**

**Luxurious accommodation**

**Central zone 1 & 2 locations**

**Meet hundreds of international students**

**BOOK NOW and get a £100 voucher from voucherexpress**

**Nido Student Living - London**

**Visit [www.NidoStudentLiving.com/Bookboon](http://www.NidoStudentLiving.com/Bookboon) for more info.**

**+44 (0)20 3102 1060**



**Profession-wide certifications.** In some industries, there are professional standards that need to be maintained for the safety of the public so for example a registered nurse needs to:

- Complete a specified course of study to a set standard.
- Register with the governing body of the relevant country.
- Must re-register during a given period of time.
- Complete a specified number of training days to maintain their registration.
- Comply with a given code of practice.

In the case of profession-wide certifications, record the qualification in the Education section and the membership to the associated professional body in the Certifications section.

### Education v Courses v Certifications

	Education	Courses	Certifications
<b>Type of education</b>	Formal	Formal and Informal	Occupational
<b>Used to record</b>	Schools attended Qualifications gained	Courses taken as part of a qualification Occupational qualifications Post-educational achievements Continuous professional development	Certifications Licensures Clearances
<b>Notes</b>	Certificates, Diplomas, and Degrees issued by organisations	Courses can build into qualification or certifications They can also be formal or occupational.	Certifications are official approval to do something legally. Usually issued by a professional body. Certain qualifications may allow you to apply for certification.
<b>Fields</b>	School Dates attended Degree Field of study Grade Activities and societies Description	Course name Course number Associated with either: Job School	Certification name Certification authority License number Certification URL Dates
<b>Example</b>	Certificate in IT Diploma in IT BSc in Computer Science MSc PhD	Train the Trainer Course modules that make up your degree	Chartered Accountant Chartered IT Professional Registered Nurse Oracle DBA Microsoft MSCE

LinkedIn are currently piloting Direct to Profile certifications from a number of online education companies including Coursera, EdX, lynda.com, Pearson, Skillsoft, Udacity and Udemy. [Read blog post.](#)



#### 6.5.6.4 Patents

If you have, or are in the process of, registering a patent, record it here.

#### 6.5.6.5 Volunteering and Causes

You can record:

- Organisation that you volunteered with or supported.
- Causes and organisations that you support.
- Whether or not you would be available to donate your time and talent.

Remember, if you worked as a volunteer, you still worked, so it's important to describe the experience, skills attained and achievements made.

#### 6.5.6.6 Additional information

The Additional Information section is made up of:

- **Interests** – These can be professional or private e.g. golf, music. They are potential conversation starters, so do include them.
- **Personal Details.** This is your date of birth (or birthday depending on how much you record) and your marital status. Whilst you would include it on a job application form, it could be argued that, as you don't record this information on business cards, you shouldn't actually record it here. In addition, providing a potential bogus connection with your name, date of birth, address and telephone number could potentially leave you wide open to identity theft.
- **Marital status.** Again, this is something you would record on a job application, but not on a business card, so think about whether or not you need to record this.

Now that your profile is complete, get someone to review it and check for spelling and/or grammar mistakes. A second pair of eyes may also pick up on career details that you may have forgotten or missed.

### 6.6 LinkedIn profiles in multiple languages

LinkedIn is available in a number of different languages. To create a LinkedIn profile in another language, you will need to create a profile in your native language, and then create another profile in your second (third etc.) language. To do this, go into the **[Profile]** screen (Not the **[Edit profile]** screen). The **[Edit profile]** button has a drop down arrow, and one of the options listed is **“Create profile in another language”**. You will then be taken to a screen which asks you which language you wish to choose. Write your headline in this language, and then click on **[Create profile]**. Complete your profile in the same way using the language specified. You may want to print out your profile to ensure that they are consistent.

## 6.7 Other parts of your profile

The other parts of your LinkedIn profile are additional items, not normally seen on a person's CV. These sections come from different tabs in LinkedIn, and allow potential employers to see how you keep up to date and what you are interested in.

### 6.7.1 Recommendations


When you apply for a job, you are usually asked to provide references. These are provided by someone who can vouch for your:


- Character.
- Skills and abilities.
- Qualifications.

For this reason, they had to be given by previous employers or someone (such as a colleague, supervisor, client, teacher, lecturer) who was in a position to know your capabilities.

SIMPLY CLEVER

ŠKODA





**WE WILL TURN YOUR CV  
INTO AN OPPORTUNITY  
OF A LIFETIME**

Do you like cars? Would you like to be a part of a successful brand?  
As a constructor at ŠKODA AUTO you will put great things in motion. Things that will ease everyday lives of people all around Send us your CV. We will give it an entirely new new dimension.

Send us your CV on  
[www.employerforlife.com](http://www.employerforlife.com)





On LinkedIn, a recommendation can be provided by any 1<sup>st</sup> degree connection. The person providing the recommendation can recommend you as:

- **A colleague** – you need to both have worked at the same organisation.
- **A service provider** – you hired them or their company
- **A business partner** – you worked with them, but not as a client or colleague.
- **A student** – you were at school when they were, either as a student or teacher.

The person then establishes the relationship between the two of you and writes a recommendation. You have the option to add this to your profile (or not).

Because you are building your professional reputation, it is important to seek relevant recommendations. They are like references given in advance and potential employers really value them, especially if they accept LinkedIn profiles as a means of applying for a job.

#### 6.7.1.1 Some recommendations do's and don'ts

- Do identify people who could provide recommendations. They should be previous managers or lecturers who are able to comment on your abilities.
- Do ask for recommendations, but do it on a one to one basis. Don't send out a blanket email. You'll probably end up with blanket refusals!
- Do personalise the request. If needed, remind the person of the work you did well and the contribution you made to the team.
- Do be careful who you ask for a reference. They should know you and be able to vouch for you.
- Don't ask family members or friends for references. If an employer realises that the relationship is not a professional one, your credibility is gone.
- Don't offer to provide a reference for someone unless you can actually vouch for them. Your credibility will be damaged if they have been found to be less than stellar employees.
- Don't give a recommendation in exchange for one. It's very easy to spot, and they have the potential effect of cancelling each other out.

#### 6.7.2 Connections

In your thumbnail, the number of your connections is shown. This can be any number between 1 and 500 or 500+. At the bottom of your profile, below “**Recommendations**”, people may be able to view your connections. What they will be able to see will depend on the degree of connectedness to you.

- 1<sup>st</sup> degree – If you have given permission, your connections can see your other connections. They'll also be able to see which connections you share.
- 2<sup>nd</sup> degree – You can see your shared connections only.
- 3<sup>rd</sup> and group – Connections are not shown.

To specify who can see your connections, go to the [**Privacy and Settings**] screen. In the “**Profile**” section, click on “**Select who can see your connections**”. You can choose either “Your connections” or “Only you”.

Chapter 7 will look at how you can build up your network of connections.

### 6.7.3 Groups

There are currently 1.8 million different groups on LinkedIn, with group size ranging from 1.4 million to 1. They are a place where people with shared interests and professions can network, share and join discussions and make new contacts. You can choose to join up to 50. The group members then become part of your network. (Remember that group members are displayed after 2<sup>nd</sup> degree connections in search results.)

In relation to your profile, the groups that you have chosen to be a member of will be displayed at the bottom of your profile. People viewing your profile can see if they are members of the same group, and therefore part of the same network. If they are not, they get the option to join.

#### 6.7.3.1 Types of group

There are currently 7 types of groups on LinkedIn:

1. **Alumni** – the group shares the same school, college or university.
2. **Corporate** – the group share the same workplace.
3. **Conference** – group members attended the same conference.
4. **Networking** – the group members share a common interest and network within it e.g. some business networking groups.
5. **Nonprofit** – the group members share a common interest in the organisation.
6. **Professional** – the group members belong to the same professional organisation.
7. **Other** – i.e. none of the above!

These groups can, in turn, be either open or members-only, auto-join or request to join.

- **Open groups** – all discussion are visible and can be indexed by search engines.
- **Members-only groups** – the discussions there are private and only seen by the group members. These groups are shown by a padlock.
- **Auto-join** – anyone can join the group.
- **Request to join** – the group has been set up so that anyone wanting to join the group must request to join and in some cases, provide evidence that they belong to that group e.g. in the case of a professional group, this would include providing your professional ID number.

The groups are then set up in one of the following ways:

	Open	Member-only
<b>Auto-join</b>	The most open group type.  Anyone can join and all discussions are viewable	Anyone can join but the discussion are private
<b>Request to join</b>	Members request to join  All discussions are viewable	The most exclusive group type.  You have to request to join and all discussions are private.

Within each group, and depending on group settings and permissions, members can:

- Post or join in discussions.
- Post promotional offers.
- Post jobs.

So for example, joining a professional group, where they are member-only/request to join and can post jobs, you will be one of a select few able to see the jobs posted there.



**#1**  
in eco-friendly  
attitude

**STUDY AT  
LINKÖPING UNIVERSITY, SWEDEN**  
RANKED AMONG TOP 50 UNIVERSITIES UNDER 50

Interested in Engineering and its various branches? Kick-start your career with a master's degree from Linköping University, Sweden.

→ **Click here!**

 **Linköping University**



### 6.7.3.2 Choosing which groups to join

You can choose up to 50 groups to join and the members of these groups become part of your LinkedIn network, so choose carefully. However, the problem with joining 50 groups is that there may be so much information coming from them, that you really need to focus your networking efforts on 3 or 4.

When choosing groups, there will be some you should join to validate different parts of your profile e.g. your alumni, your professional group, your corporate groups and some that will help you network with people that share your professional interests and specialties.

To find groups:

- LinkedIn will make suggestions based on your profile and the groups that people in your network have joined.
- Search for a specific group using its name e.g. your alumni.
- Search using keywords e.g. tax accountants.
- Check out the groups friends, colleagues, peers etc belong to.
- Look at what networking groups there are for your geographical area.

#### ★Tip★

In the search box, click on the drop down link on the left of the search box and select “**Groups only**”. Leaving the search box empty, click on search. You are now carrying out a blank search on all groups. The groups with the most members will be displayed first. These are some of the groups you should consider joining first, simply because the size of the groups will add to you network.

If there is someone that you'd specifically like to connect with, then try and find out which groups he/she belongs to and find an open/auto-join group that you can join. You will then be part of that person's network and they become part of yours. In addition, LinkedIn allows you to follow group members even if you can't connect with them. If that person then posts a discussion, then you can join in and follow that. In addition, when you want to connect with someone, you have to indicate how you know that person e.g. classmate, colleague, friend or through groups.

When looking at groups to join, check out:

- How many members the group has. Click on the “members” link to see how many people in your network belong to the group.
- The information about the group. Click on the “i” link to view the groups information, profile, statistics and rules. The statistics will include the demographics for the group such as the seniority of the group members e.g. director, manager.

- How many active discussions there are, and when the last discussion was posted. If the group is inactive then there will be no point in joining.

#### 6.7.4 Following

LinkedIn allows you to follow people, companies and news streams. These are shown at the very bottom of your profile. The activity from these areas is shown in your newsfeed on your **[Home]** tab.

##### 6.7.4.1 Companies

3.2 Million companies have profiles on LinkedIn. These profiles can have up to 3 tabs containing:

- **Home tab** – provides an overview of the company, including its website. Status updates are posted here, so it's a great place to find the latest news. You can also see who in your network works there and how connected you are to them. Think about how you could grow connections at the company.
- **Careers tab** – This is a paid-for tab, so the amount of information provided will depend on the size of the company. For some companies it provides all you ever need to know about working for the company. It also includes links to any posts they are looking to fill. Some posts will show who posted the job. If they do, click on the person's name or image to view their profile. Are you connected or do you know someone who could introduce you? Remember, the person posting the job may not have any influence over who gets shortlisted, but they will have a large network of connections at the organisation.
- **Products and Services tab** – See what the company says about their own products and services.

If there are any companies that you would be interested in working for then follow them. You will be able to keep up to date with their news, what jobs are coming up and potentially see who the recruitment staff in the company are. You may not be able to connect with them directly, but you could like at the groups they belong to and become part of their network.

##### 6.7.4.2 Influencers

There are a number of people that LinkedIn allows you to follow via the Pulse screen. Click on: “**Interests**”, “**Pulse**”, then “**All Influencers**” to select the people you would like to follow. The most popular influencers are shown first. Just click on the + button to add them. Choose those people whose posts you would find most interesting. If they are the CEO of a company that you would like to work for, then even more reason to follow them!

To view their posts, click on “**Influencer Posts**”.

### 6.7.4.3 News

As well as people, you can follow a range of news channels (via the “**All Channels**” tab in **Pulse**) and news from different publishers (via the “**All publishers**” tab in **Pulse**). Again, these say something about you and what interests you. Select at least 3 or 4 channels.

To see your news, click on “**Your news**” in Pulse.

## 6.8 Don't forget

Now that your profile is complete, please remember to switch on your activity broadcasts.

# 7 Building Connections

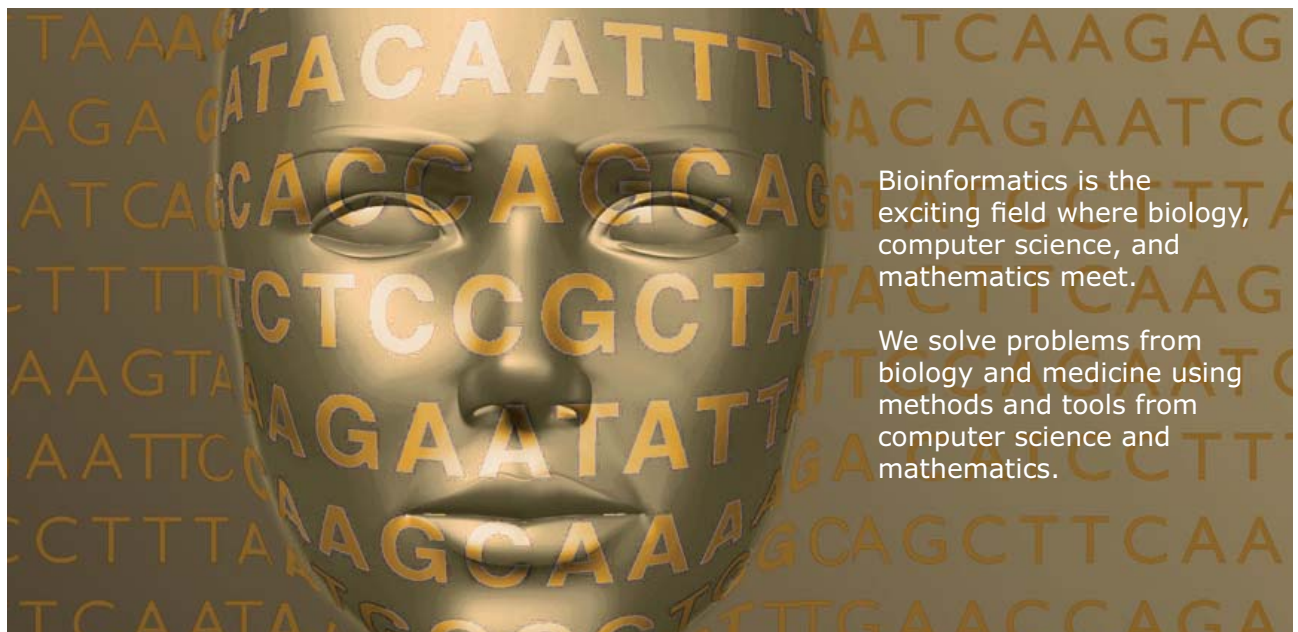
Many people forget that LinkedIn is first and foremost a social network, and, once you have set up your profile, then the main reason for using LinkedIn is to build up connections that will help you in your future career. Remember, the wider your network, the higher up you are likely to appear in search results and the more likely you will be found by someone looking for either you specifically or someone with your skills and experience.

## 7.1 What are connections?

In real life, these are the people you know or have met. They are your family, friends, school friends/ alumni, colleagues, and people that you have met either personally or professionally. In other contexts they are known as your contacts. Online, whilst you should only connect with people you know, you are also trying to build up a network of connections that in essence turn cold-calling into warm-calling. For this reason, many people will connect with someone they don't know, in order to have access to the network of connections of the other person.



## Develop the tools we need for Life Science Masters Degree in Bioinformatics



Bioinformatics is the exciting field where biology, computer science, and mathematics meet.

We solve problems from biology and medicine using methods and tools from computer science and mathematics.

Read more about this and our other international masters degree programmes at [www.uu.se/master](http://www.uu.se/master)





## 7.2 The types of connection on LinkedIn

LinkedIn uses the theory of 6 degrees of separation to categorise your connections and contacts on LinkedIn. The types of connection on LinkedIn are:

- **1<sup>st</sup> degree** – those people you actually know. They are friends, colleagues and people you may have met along the way.
- **2<sup>nd</sup> degree** – these are the friends and contacts of the people who are your 1<sup>st</sup> degree connections i.e. friends of friends
- **3<sup>rd</sup> degree** – these are the friends of 2<sup>nd</sup> degree connections i.e. friends of your friends friends
- **Group** – these are people in your network who share at least one group with you.

On your [**Home**] page, LinkedIn will tell you how many connections you have, the number of people you are connected to (as opposed to your network which would also include group members) and how many new connections there are in your network since a given date. The nice thing is that as other people increase their connections, so your network grows, without you doing anything!

## 7.3 Where you can find connections

LinkedIn provides a number of ways to find and add new connections:

- **Your email contacts.** When you created your account, LinkedIn signed into your email account to find people who are contacts on your email provider and compare them to the email addresses of people who already have LinkedIn accounts. By definition, these will be friends, and family. Note: If you have used your home email address, then you probably won't have your work colleagues and contacts there.
- **Your alumni.** Type in the name of your school, (college and university) and click on search. LinkedIn will display anyone with that school/college/university in their profile. This may be in either the Education or Experience sections, depending on whether they were a student or teacher. If you would like a recommendation (or endorsement) from a teacher or lecturer, then you'll need to be connected with them first!
- **Your colleagues.** Type in the name of the different companies that you have worked for and see who you know who works there. Alternatively, click on the icon on your profile and view the Company profile to see a list of people you know and those in your network. By connecting with colleagues, you are in essence validating your profile by establishing that you did in fact work there. You are also providing people you work or worked with the opportunity to recommend or endorse you.
- **Friends of friends.** When you connect with someone new, check out their connections to see who you know but haven't connected with. If there is someone that you don't know but would like to connect with, see if that person would be willing to introduce you. This way you can turn 2<sup>nd</sup> degree connections into 1<sup>st</sup>.



- **LinkedIn search.** Throughout your life, you will meet people and lose touch with them. The search facility allows you to search by name for someone. This can also be used to connect with people you know through your other social media accounts.
- **Home tab.** The [Home] tab tells you when one of your connections has a new connection. If you know this person, then send an invitation to connect. If you don't, but would like to, then again, ask to be introduced.
- **Status updates.** If you have posted an update and people like or comment on it. Consider inviting them to connect. The same applies to status updates posted by others.
- **People who have viewed your profile.** LinkedIn tells you who has viewed your profile and how you are connected, if you are connected at all. If you are, then there is a [Message] button, but if you are not, then that button becomes a [Connect] button where you can invite that person to connect.
- **The [Network] tab.** LinkedIn suggests connections to you, based on who you are already connected with.
- **Job adverts.** Some job adverts include the name of the person who posted the job. This is an ideal way to see if you are connected, and if you aren't, then perhaps there is someone who can introduce you. Also, take a look at the bottom of that persons profile and see what groups they are a member of and who/what they follow.
- **LinkedIn groups.** When you join in discussions within groups, you get to interact with people. Many of whom will be willing to connect with you. In some cases, if you can't connect with the person, you can follow them instead. Also, don't forget to connect with the group owner!

Once you have found someone to connect with, then you can send out an invitation to connect.

## 7.4 Sending out "Invitations to connect"

When you send an invitation to connect, there are two things you need to do:

1. Indicate how you are connected to the person i.e. Colleague, Classmate, We've done business together, Friend, Groups, Other, I don't know the person's name. Some of these options require you to add the person's email address to show that you do know them.
2. Send a personal note to the person.

To ensure that people in both your professional life and personal life can connect with you, make sure that you have included the different email addresses that you use. To do this go click on your icon image on the top right hand side. Then choose "**Privacy and Settings**". On the left-hand side, below your image is the option to "**add/change**" your primary email address. Note: the email address you select as your primary address will be the one displayed in your contact information on your profile.

### 7.4.1 Personalising “Invitations to connect”

LinkedIn provides a standard message, “I’d like to add you to my professional network on LinkedIn”, which basically says that I would like to connect with you, but doesn’t say why and what you have to offer, especially if you have not formally met the person. If you know the person, then they may well respond to the basic message and accept your invitation, however, if you are trying to connect with someone that you don’t know, you will really need to personalise the invitation.

Start with basic manners and use their name, so Dear, Hello, Hi, the person’s name. Then how you found them, for example, “We’re both members of x group”, “I really liked your article/status update about...”, “x is a good friend and suggested that we connect..”, then ask to connect, signing off with something like “Kind regards”. There are a few things to remember:

- 1) Don’t be shy. People are on LinkedIn to build connections.
- 2) Think about how you would introduce yourself in real life. The rules of etiquette still apply.
- 3) Flattery goes a long way with people who don’t know you!
- 4) Connecting with someone also gives them access to your network of connections.

UNIVERSITY OF COPENHAGEN



# Copenhagen Master of Excellence

Copenhagen Master of Excellence are two-year master degrees taught in English at one of Europe’s leading universities

Come to Copenhagen - *and aspire!*

Apply now at  
[www.come.ku.dk](http://www.come.ku.dk)

cultural studies

religious studies

science



## 7.5 Accepting “Invitations to connect”

We have looked at how you can find people to connect with, but you will also receive invitations to connect, both from people you know and those that you don't. Whilst it's flattering to be asked to connect with someone, there are a couple of things to consider when deciding whether to accept an invitation or not.

- Do you know the person? If yes, then you'll probably be happy to accept the invitation.
- If you don't know the person, then check out and assess their profile.
  - If they have 500+ connections then they are a serial networker and you will get immediate access to their network. In which case, connecting to them will probably add value to your network. The downside is that unless you initiate a conversation with them, then you'll just be part of their collection of names.
  - If they have less than 500+ connections, take a look at their profile. Think about the quality of their profile. Is it well set out? Do they have a lot of endorsements or recommendations? Some profiles are full of errors and not complete. In which case, you have to ask yourself if you want to be associated with that person!

Be aware there are some scammers out there who are using LinkedIn to obtain personal information about you. When you connect with them, you are giving them access to your personal contact information. Make sure that whilst your profile is complete, it doesn't offer enough information about you for identity theft.

## 7.6 Removing connections

Once you have connected with a person, something may happen where you re-consider whether you want to be connected to them. It may be that you have reached the maximum number of connections, and someone who could add more value to your profile wants to connect. It could be that they have sent a spamming email or made a request that makes you feel uncomfortable. Whatever the reason, it is very simple to remove a connection.

- Click on [**Network**], then [**Contacts**].
- If the person isn't immediately visible, then use the search facility at the top of the list, to find their name.
- Hover your mouse over the person's name. A number of options appear. Click on the drop down arrow on the right of “**More**”, then click on “**Remove connection**”.

# 8 Job seeking on LinkedIn

Whether you are looking for your first job or the next job, the process is the same. So before we look at how you can find jobs using LinkedIn, let's look at how this process works.

## 8.1 Job seeking 101

There are 5 basic parts to the job hunting process:

- 1) **Decide what type of job you are looking for.** This will depend on what you are qualified to do, as well as how much experience and what skills you have. You will also need to think about where you want to work, (e.g. cities have more job opportunities than countryside locations, and for some, working abroad may be the answer) and who you would like to work for. So for example, a newly qualified doctor has the option of working in hospitals or in the community, but to get experience in a specific specialty, there may be a limited number of places where he/she could go.
- 2) **Find a job to apply for.** Having established what you want to do, where you want to work and which companies/organisations you could potentially work for, the next task is to do some research. This will include looking at the routes they use for recruitment. They may include some or all of the following:
  - a) On campus recruiting.
  - b) Career fairs.
  - c) Company websites.
  - d) Internet job sites. You will need to research which sites they use, whether they are general websites or specialist.
  - e) Newspapers, magazines or specialist publications.
- 3) **Apply for the job.** This may mean submitting a job application form, a CV and covering letter or an online version of your CV. In either case, you need to have some sort of CV setting out your skills, experience and education. For paper CVs, there are a variety of templates available. For some suggestions, have a look at this [Pinterest board](#). Take a look at the requirements of the job and some of the key words used in the job description, and make sure that your application is tailored to the job.
- 4) **Get shortlisted for interview.** Depending on the role, and how many people applied for it, only a small percentage of those applying for a job will actually get shortlisted for interview. If you have gotten this far, then you will need to prepare yourself and be able, as a minimum, to answer basic questions such as why you want that job or why do you want to work for that specific company.
- 5) **Get offered the job.** It may take more than one interview, but with any luck, you'll get offered the job. If you do don't forget to update your profile!

## 8.2 Where to find jobs on LinkedIn

One of LinkedIn's sources of income is by the advertising of jobs on LinkedIn. On any given day there are literally thousands of jobs covering many different countries and professions. Whilst looking for jobs using the **[Jobs]** tab is obvious, there are many more places to find jobs.

### 8.2.1 The **[Jobs]** tab

If you are looking for a job, then your first port of call is the **[Jobs]** tab. You can search by company, job title or keywords. When you click on the search icon, LinkedIn will display the results of the search criteria for your country. But the results screen has a lot more information available to you if you look. Let's take the example of a search for "intern".

- The centre section will display all the jobs that include "intern" in the title or job description. You can display these results by relevance, relations or date posted (either most recent or earliest). Now, take a look at the job title and below it you will see if any of your connections or anyone in your network, work there. Click on the link to view the job description. You get the option to apply for the job e.g. using your LinkedIn profile or via the company website, or you can save the job listing for later.

An advertisement for SKF. It features a woman with long dark hair smiling in the foreground, with a wind turbine in the background. The text 'Brain power' is written in large white letters. To the right, there is a block of text about wind energy and SKF's role. At the bottom left, it says 'Plug into The Power of Knowledge Engineering. Visit us at www.skf.com/knowledge'. The SKF logo is in the bottom right corner.

Brain power

By 2020, wind could provide one-tenth of our planet's electricity needs. Already today, SKF's innovative know-how is crucial to running a large proportion of the world's wind turbines.

Up to 25 % of the generating costs relate to maintenance. These can be reduced dramatically thanks to our systems for on-line condition monitoring and automatic lubrication. We help make it more economical to create cleaner, cheaper energy out of thin air.

By sharing our experience, expertise, and creativity, industries can boost performance beyond expectations. Therefore we need the best employees who can meet this challenge!

The Power of Knowledge Engineering

Plug into The Power of Knowledge Engineering.  
Visit us at [www.skf.com/knowledge](http://www.skf.com/knowledge)

**SKF**



- The left-hand section allows you to use more advanced search functionality, so, for example, you could add a specific company, change country etc. to change or filter your results. Now, scroll down, and look at the “**Relationship**” section. This is a filter that shows how many of your connections are connected to the company’s whose jobs are displayed. When you click on 1<sup>st</sup> connections, the jobs where you have friends working for the company are shown. Click on the link to the job and on the right-hand side, you’ll see who that person/people are.
- At the top right hand side, you have the option to save the search. When you click on the “**Save search**” link, you then get the option to create alerts using that search criteria. The alerts can be sent out never, daily, weekly or monthly. If you are actively seeking work, then set up daily alerts. You will then be sent daily emails with jobs matching your search criteria.

Searching for jobs in the [Jobs] tab may be your first choice in your job search, but it’s not your only option.

### 8.2.2 The [Careers] tab in a Companies profile

Many of the larger companies can afford to pay to use the careers tab in their company profile. If you are looking to work at a specific company, then use the [Jobs] tab to set up email alerts for jobs posted by that company, but remember the careers section provides a lot of information and updates about the company.

### 8.2.3 The [Jobs] tab in Groups

If a group owner wishes to, they can have a [Jobs] tab displayed in the group settings. Whereas jobs posted in the [Jobs] tab, and seen in the [Careers] tab in the Companies profile are paid for, those jobs posted as discussions in a group are not. What you will also notice is that is that some jobs that are paid for are also shared to groups where the person who posted the job is also a member of the group. This allows them to target applicants with a certain skillset for example project managers.

To see which groups that you are a member of has posted a job, simply click on [Interests], then [Groups]. Under each group icon you will see if there are any new discussions and how many jobs have been posted.

Alternatively, you could carry out a search of groups, using “jobs” (jobseekers, recruitment or hiring) as the search criteria. There are over 30,000 of them. Next, filter by your spoken language and 1<sup>st</sup> connections to find more relevant groups. Look at which groups are most active and consider joining some of them.



### 8.2.4 Through contacts

One statistic that you may find interesting is that in 2012, 19% of jobseekers had a contact share a job. Some companies offer referral fees if an employee can suggest someone for a job. From their point of view, this saves them the cost of advertising and someone is vouching for them. When thinking in terms of networking therefore, look at people not just in a position of hiring such as HR staff and managers, but also develop relationships with your peers at the places that you would like to work at.

### 8.2.5 The [Home] tab

On the [**Home**] tab, you will occasionally see recruitment agents post a job via an activity update. Some even offer a referral fee if you can suggest someone who meets their criteria. In this instance, you just have to keep an eye out. If you are lucky, a contact may notice and suggest you, but don't be afraid to suggest one of your connections. They may not get the job, but they will remember that you helped and will, in all likelihood, reciprocate.

## Trust and responsibility

NNE and Pharmaplan have joined forces to create NNE Pharmaplan, the world's leading engineering and consultancy company focused entirely on the pharma and biotech industries.

Inés Aréizaga Esteva (Spain), 25 years old  
Education: Chemical Engineer

– You have to be proactive and open-minded as a newcomer and make it clear to your colleagues what you are able to cope. The pharmaceutical field is new to me. But busy as they are, most of my colleagues find the time to teach me, and they also trust me. Even though it was a bit hard at first, I can feel over time that I am beginning to be taken seriously and that my contribution is appreciated.



NNE Pharmaplan is the world's leading engineering and consultancy company focused entirely on the pharma and biotech industries. We employ more than 1500 people worldwide and offer global reach and local knowledge along with our all-encompassing list of services.  
[nnepharmaplan.com](http://nnepharmaplan.com)

nne pharmaplan®





## 9 Keeping on top of your LinkedIn account

It's really important to keep on top of your LinkedIn account, so the following are some ideas and suggestions to help you.

### 9.1 LinkedIn mobile apps

If you have a smart phone, consider downloading the LinkedIn mobile phone app. There are apps for:

- Android via Google Play.
- iPhone and iPad via the App Store.
- Blackberry via Blackberry World.
- Windows phone via Windows Store.

Navigate to: <http://www.linkedin.com/mobile> for more information.

### 9.2 LinkedIn integration with MS Outlook

Another useful application is the Microsoft social media connector, which allows you to import your connections contact details, including image.

To download it, navigate to: <http://www.linkedin.com/outlook> and follow the instructions.

Now, when someone emails you, you'll see whether that person is on LinkedIn. If they are, and you are not connected, then consider sending them an invitation to connect.

### 9.3 Manage emails from LinkedIn

#### 9.3.1 Set the frequency of emails from LinkedIn

As you use LinkedIn, you will get many emails from LinkedIn. You can limit these in your **[Privacy and Settings]** screen, under **[Communications]**. Click on **"Set the frequency of emails"**. You can then specify the frequency of emails by clicking on each of the links below:

- Messages from other members.
- Updates and news.
- Group digests.
- Notifications.
- Messages from LinkedIn.

Click on the links in each screen and use the drop down menus to decide whether you want to receive emails at all, daily or weekly.

### 9.3.2 Filing messages

You have decided which emails that you want to receive, but to keep on top of them it is useful to create a folder for these messages, then create a rule that specifies all emails originating from LinkedIn are filed in that folder.

To create a folder, most email providers will let you right-click on your Inbox folder.

To create a rule, there may be a folder or link to “Rules”. Follow the directions to create a new rule, so that all emails from LinkedIn are moved to the folder that you have set up.

## 9.4 Task Lists

I’ve also compiled a series of task lists that you could use to manage your LinkedIn account.

### 9.4.1 Your daily task list

1. Check your mailbox.
  - a) Respond to any messages.
  - b) If you have received an invitation to connect, then view the persons profile and decide whether you’d like to connect or not.
2. View any notifications.
3. Click on the [**Home**] tab and check the status updates of your connections. Like and comment on any updates as required.
4. Click on the [**Profile**] tab, and check who has viewed your profile. If they are not a connection, review their profile and consider sending them an invitation to connect.
5. Send out 1 invitation to connect. This may be someone LinkedIn suggested, a 2<sup>nd</sup> degree connection, someone you used to work for or someone you’d like to get to know. Whatever the reason, get into the habit of finding someone to connect with each day and you’ll soon reach that 500+ mark.
6. Check the [**Jobs**] tab to see if there are any new jobs that you might be suitable for. Also, go to the [**Groups**] tab and see if there are any jobs posted on your groups.
7. Check the [**Interests**] tab and view [**Pulse**]. Are there any interesting articles that you could like, share or comment on?
8. Review any emails generated from LinkedIn. You may want to set up a separate folder for this, and then create a rule so that all emails from LinkedIn are filed together.

#### 9.4.2 Your weekly task list

- 1) If you can, share an article with your connections.
- 2) Check your groups to see if there are any new discussions that you could join in on.
- 3) Check to see if any company updates have been posted.
- 4) In the **“Who’s viewed your profile”** screen, see how many times you have appeared in a search. You may want to make a note of this and see if any changes that you make to your profile have an impact on how many searches you appear in.

#### 9.4.3 Your monthly task list

Review your profile. Does it need updating?



# 10 Your final LinkedIn checklists

## 10.1 Your LinkedIn profile

Is your profile 100% complete? Tick the box if the following can be found on your profile.

A profile photo	
Your country and industry	
An up-to-date current position (with a description)	
Two past positions (also with descriptions)	
Your education	
Your skills (minimum of 3)	
At least 50 connections	

Write down 10 words or skills that an employer would type in to find someone like you. Tick if you have included them in your profile.

	Keyword	Incl		Keyword	Incl
1			6		
2			7		
3			8		
4			9		
5			10		

Is your name grammatically correct? ☐

Have you updated your headline? ☐

Can connections contact you? ☐

Did you personalise your URL? ☐

Have you included it in your email signature, business card etc? ☐

Have you included a summary as part of your profile? ☐

Have you sought out endorsements for skills and expertise? Are they displayed? ☐

Have you included descriptions for each job that you included? ☐

Have you included your education? ☐

Have you included other relevant sections? ☐

Have you sought out recommendations? ☐

Have you joined any groups? ☐

Are you following influencers, news channels and publishers? ☐

## 10.2 Your Connection strategy

Have you connected with:

- Any and all family members? ☐
- Friends? ☐
- Classmates? ☐
- Colleagues from each job or volunteer role that you have worked at? ☐
- Other group members? ☐
- Anyone who has viewed your profile? ☐

Can you personalise your “invitations to connect”? ☐

Have you identified potential connections at the companies or organisations that you would like to work for? ☐

Are you connecting with people in your other social networks, such as Facebook and Twitter? ☐

## 10.3 Job hunting with LinkedIn

Have you set up email alerts for jobs? ☐

Are you following the companies that you'd like to work for? ☐

Do the groups you belong to have [Jobs] tabs? ☐

## 10.4 Your digital footprint:

If you Google yourself, can you see your LinkedIn profile account?



Have you reviewed your digital footprint and taken any actions as needed?



I hope that you found this information in this eBook useful. Remember, you can connect with me on LinkedIn and join me at my LinkedIn group, Karen's eBooks Social Media Support.



## Sharp Minds - Bright Ideas!

Employees at FOSS Analytical A/S are living proof of the company value - First - using new inventions to make dedicated solutions for our customers. With sharp minds and cross functional teamwork, we constantly strive to develop new unique products - Would you like to join our team?

FOSS works diligently with innovation and development as basis for its growth. It is reflected in the fact that more than 200 of the 1200 employees in FOSS work with Research & Development in Scandinavia and USA. Engineers at FOSS work in production, development and marketing, within a wide range of different fields, i.e. Chemistry, Electronics, Mechanics, Software, Optics, Microbiology, Chemometrics.

**We offer**  
*A challenging job in an international and innovative company that is leading in its field. You will get the opportunity to work with the most advanced technology together with highly skilled colleagues.*

*Read more about FOSS at [www.foss.dk](http://www.foss.dk) - or go directly to our student site [www.foss.dk/sharpminds](http://www.foss.dk/sharpminds) where you can learn more about your possibilities of working together with us on projects, your thesis etc.*

**Dedicated Analytical Solutions**  
FOSS  
Slangerupgade 69  
3400 Hillerød  
Tel. +45 70103370  
[www.foss.dk](http://www.foss.dk)

The Family owned FOSS group is the world leader as supplier of dedicated, high-tech analytical solutions which measure and control the quality and production of agricultural, food, pharmaceutical and chemical products. Main activities are initiated from Denmark, Sweden and USA with headquarters domiciled in Hillerød, DK. The products are marketed globally by 23 sales companies and an extensive net of distributors. In line with the corevalue to be 'First', the company intends to expand its market position.

