

6 Uncovering Your Brand

Creating a LinkedIn Account

Social Media and Your Job Search – Creating a LinkedIn Account

LinkedIn

LinkedIn is the world's largest professional network with 300 million members in over 200 countries and territories around the globe.


Their mission is to “connect the world's professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do.”

Get Started Today!

Create Account - Go to www.linkedin.com 

1. Sign up
2. Activate account by clicking on link in confirmation email sent to you

Build Your Profile

1. Photo – add a professional headshot in JPG, GIF or PNG photo
2. Headline - indicate what you do or are interested in (avoid 'unemployed' or 'looking for work')
3. Summary - market your skills, professional expertise, experience, interests and vision
4. Experience – include volunteer, internships and jobs with descriptive bullets using action verbs
5. Education - include all education, honours, awards, activities, relevant courses and projects
6. Recommendations - ask for recommendations from previous coworkers, professors or supervisors
7. Skills & Expertise - list all your relevant skills and get endorsed by your connections
8. Websites – add links to your organization's website, blog, and professional social media ex. Twitter
9. Public URL – update/ customize URL to your name and add LinkedIn to your résumé. [Follow these steps](#)  to customize your URL

Building a Great Student Profile [tip sheet](#) from LinkedIn

Make Connections

1. Use *'See Who You Already Know on LinkedIn'* to search your **Email Contacts**
2. **Search**, find and invite colleagues, friends, classmates and business associates to join your network
3. Use **Advanced Search** to find individuals by business, school or location
4. **Invite** everyone you meet to connect with you on LinkedIn

Join Groups

Search under Groups for your field or interest i.e. IT, Marketing, Accounting, Conestoga College program specific groups: "**Conestoga College Alumni**." Join up to 50 groups.

Benefits of Joining Groups:

1. Connect with like-minded individuals, organizations, associations and share information
2. Link to the members in the group
3. Participate in discussions and share ideas, information and questions
4. Find hidden jobs posted to group – they are often posted as a *'Discussion'* or on the *'Jobs'* tab
5. Ask for advice and referrals
6. Find out about local meetings to network in person

[Networking on LinkedIn Tip Sheet](#) 

Follow Companies

Companies often have their own profiles on LinkedIn and you can follow up to 1,000 companies and get updates on key developments and jobs that they post.

To follow a company:

1. Move your cursor over **Interests** at the top of your homepage and select **Companies**
2. Search for a company
3. Click Follow in the upper right of that company's **Home** page

Search for Jobs

Click on the *'Jobs'* tab at the top of the page to *'Search for Jobs'* by keyword, see *'Jobs You May be Interested'* and to *'Discover Jobs in Your Network'*

Add Multimedia (upload links, video, documents, and presentations)

On all your education and experience areas of your profile you are able to add proof of your work or related images, documents, video and presentations. Simply click on the square with the plus sign beside edit in each area and add what you would like others to view.

Participate

- Use **Status Updates** to microblog – share links, work and ideas
- Continue to **Build Connections** – search and invite people
- **Write a Recommendation** for a colleague and ask for recommendations from previous colleagues
- **Contribute to Group Discussions** by replying to threads that interest you or start your own

Tips

- Only invite people to join your network whom you have met
- As with all networking never ask for a job; always ask for advice
- Look at profiles of those who are working in your area of interest to get ideas
- Look at the groups they've joined and whether you qualify to join those groups
- Add your LinkedIn account to your resumes, contact cards and email signature

[LinkedIn Profile Checklist](#)

Privacy

You will want your LinkedIn profile to be viewable so that potential employers can find you. You do have the ability to control how people view your profile under the '*Settings*' tab.