

Wednesday: LinkedIn Workshop

LinkedIn

What is LinkedIn?

LinkedIn is the world's largest professional network. It provides a way to create and maintain connections with other professionals.

Why create a LinkedIn account?

1. LinkedIn helps you create a strong personal brand for yourself. Your LinkedIn profile is the place to share your accomplishments, and showcase endorsements and recommendations.
2. LinkedIn helps you to network and in your professional life, your network is everything! Many jobs you will take have far less to do with applying through a classified ad job posting, and much more to do with knowing someone who can open the door for you.
3. LinkedIn is the best tool for attracting recruiters. Hiring managers and recruiters use the tool to find candidates to fill openings.
4. LinkedIn is immensely useful for your online reputation. If someone Googles you and doesn't see a LinkedIn profile, they will wonder what is wrong. Having a LinkedIn profile is the norm in the world of business, and it looks odd to not have one.

Task

With your peer partners, go through the above content on what is LinkedIn and why you should create a LinkedIn account.

Before we get started, here is a good example of a [LinkedIn Profile](https://www.linkedin.com/in/brianlusina/) (<https://www.linkedin.com/in/brianlusina/>).

Step 1: Creating a LinkedIn account

To create a LinkedIn account you need an email address. If you do not have one already, create a professional email address in the format `firstname.lastname@gmail.com`

Task

Using your professional email address (firstname.lastname@gmail.com) create your LinkedIn account.

To create your account:

1. To get started go to <https://www.linkedin.com/> [\(https://www.linkedin.com/\)](https://www.linkedin.com/) on your web browser
2. Begin to create a new account by filling in details of your first name, last name then your password then click the join button.
 1. LinkedIn will guide you on how to add more information to your profile. You will do this later, so skip it for now.
 2. You can also choose to sync your contacts list from your email if you like, which makes it easier to find people you already know on LinkedIn. You will do this later once your profile is filled out, so skip it for now.
3. The next thing is to verify your email address. LinkedIn will have sent you an automated email asking you to verify.
 1. To do this, open the email that you used for signup and look up for an email from LinkedIn.
 2. Open that email and click on the confirmation button.
4. You will then need to choose between a basic account which is free and a premium account which has a monthly subscription fee. Because you are just getting started with LinkedIn, we recommend that you go for the basic account for now and upgrade later if you wish.
5. Your account is now set up!

Step 2: Navigating LinkedIn

When you sign in to LinkedIn you will see several LinkedIn features on the top of your screen. These LinkedIn features include:

- Home - Your homepage will appear whenever you sign in to LinkedIn. From here you can see recent posts and updates from the connections you follow
- My Network - On LinkedIn, people in your network are called “connections”. Your network is made up of your 1st-degree, 2nd-degree, and 3rd-degree connections, and fellow members of your LinkedIn groups.
 - 1st- degree connections are people you're directly connected to because you've accepted their invitation to connect, or they've accepted your invitation. You'll see a 1st degree icon next to their name in search results and on their profile. You can contact them by sending a message on LinkedIn.

- 2nd-degree connections are people who are connected to your 1st-degree connections. You'll see a 2nd degree icon next to their name in search results and on their profile. You can send them an invitation by clicking Connect or contact them through an InMail.
 - 3rd -degree connections are people who are connected to your 2nd-degree connections. You'll see a 3rd degree icon next to their name in search results and on their profile. If their full first and last names are displayed, you can send them an invitation by clicking connect, but if only the first letter of their last name is displayed, clicking connect isn't an option but you can contact them through an InMail.
 - Fellow members of your LinkedIn Groups are people who are considered part of your network because you're members of the same group. You'll see a Group icon next to their name in search results and on their profile. You can contact them by sending a message on LinkedIn or through the group.
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- Jobs: look for job openings that have been posted by companies and recruiters on LinkedIn.
 - Notifications: all of your recent notifications. For example, if someone views your profile page, you'll see that information here.
 - Messaging: all your recent LinkedIn Messages
 - Me: access your account settings, navigate to the LinkedIn Help Center, and more.
 - Messaging: send private messages to any of your connections. Even if someone changes their email address or changes jobs you will still be able to reach them through this feature.
 - Status Updates: share updates and information with your connections. Updates on LinkedIn should be professional, for example if you moved to a new job or found an article that is relevant to your industry. Avoid posting anything personal on LinkedIn since it will be perceived as unprofessional.
 - LinkedIn Groups: One way to make new connections is by joining LinkedIn groups that are relevant to your Industry. Click on the search box and search for any group you may be interested in or click on 'Group' icon that pops up below the search engine.

- LinkedIn Learning: enables you to advance your skills. Some of these resources are free and other are for pay.

Task

With your peer partners, go through the above features using either one of your LinkedIn accounts and familiarise yourselves with them.

Step 3: Your Profile

Your profile is the first thing people will see when they find you on LinkedIn, therefore you should treat it with the same seriousness as you do your CV.

LinkedIn allows you to add things you might not include on a CV, such as a profile picture and extended personal summary.

Task

- To edit your profile, navigate to the LinkedIn feature “Me”, select “View Profile” and click on “Edit”.
 - There are three sections on your profile that you need to fill up. These are the Background, Skills and Accomplishments sections
 - Information that you should transfer from your CV to your Background section Includes:
 - Your Employment History should go to Work experience. Moringa School **does not** fall under this category since you have not been working but learning. So it falls under Education on your LinkedIn profile
 - Your Academic qualifications to Education
 - Your Volunteer Activities to the Volunteer Experience
 - Information from your CV that should fall to the Skills Section are your Technical Skills.
 - Information from your CV that should be transferred into the Accomplishment section includes:
 - Professional qualifications will fall under courses
 - Highlighted software applications will fall under projects
 - Languages you are proficient in will fall under languages
 - And lastly use your Personal Narrative to fill your personal summary section.
- It's time to add a profile photo. A good photo is a really important part of your LinkedIn profile.
 - Make sure to upload a high quality image that is very clear. Ensure that you are dressed professionally, like you would when going to work or in for an interview, you are the only person on the photo, and that the photo is a headshot - only of your upper body or head.
 - To add or change your profile picture, select the photo icon. You can upload a photo from your computer and use the sizing handles to adjust the photo to your liking.

- After completing the above task, with your peer partners go through all your profiles and see to it that you have filled all the three sections of your profile with the correct information. Give each other feedback and refactor until your LinkedIn profiles are perfect.

Step 4: Adding connections

Adding connections is a big part of using LinkedIn. On LinkedIn, people in your network are called connections.

Task

- To add a connection on LinkedIn click on “My Network” at the top of the screen. A list of people you may know will appear. If you find someone you would like to add, select “Connect”.
 - Think of people whose email addresses you have or whose names you know in the software industry that you would love to be in your connections, and then add them.
 - Only add people that you actually know on LinkedIn. Random people are not useful connections. It is better to have fewer very strong connections than hundreds of people you do not know.
- To grow your network:
 - Search your email address book to find contacts or invite them using their email address
 - Try syncing your email contacts and using LinkedIn's search bar to find friends, classmates, and coworkers
 - If you are trying to connect with someone you've never met, you should look to see if you have any mutual connections. If so, you can ask your connections for an introduction. Be polite and explain why you are requesting the introduction, and give your connection an opportunity to respond to the request.
 - Only ask for connections from people in your network when you have a strong reason (such as if you are applying for a job somewhere). Understand that for someone to connect you to a person in their network is a kind gesture.
- With your peer partners, go through the above LinkedIn feature using either one of your LinkedIn accounts and familiarize yourselves with it.

Searching for a job on LinkedIn

Because employers frequently use LinkedIn to screen and recruit potential candidates, more companies have started posting their job openings on LinkedIn.

LinkedIn allows you to say preferences about the type of job you are looking for, such as location or job title. LinkedIn can also suggest jobs for you based your preferences.

Task

- To search for jobs on LinkedIn:

- Select the jobs icon and type what you are looking for in the search box. Any jobs matching your search criteria will appear. Click on the job to receive more information.
- Another way to search for jobs is by following companies you would love to work for and to do this:
 - Click on the search box, and then below the search box click on the 'companies' icon. If you see a company you are interested in, select follow. You will then receive updates from that company on your homepage.
- Depending on your location, job title, and area of focus/language of specialisation, search for jobs and see what kind of jobs LinkedIn suggests for you.
- Do you any companies in mind you would love to work for? If yes, look them up and follow them.
- With your peer partners, go through the above LinkedIn feature using either one of your LinkedIn accounts and familiarise yourselves with it.

Congratulations, you have created your LinkedIn profile!

1. Now, review through your LinkedIn profile using the following checklist to ensure your profile is perfect.
 1. Work Experience section contains your employment history.
 2. Education section contains your academic qualifications.
 3. Volunteer Experience contains your volunteer activities.
 4. Skills Section contains your technical skills.
 5. Accomplishment section comprise of:
 1. Under Courses should be your professional qualifications.
 2. Under Projects should be your highlighted software applications.
 3. Under Languages should be languages that you are proficient in.
 6. Ensure that in your personal summary section you have an incredible personal narrative.
 7. Ensure that you have a high quality image as a profile photo.
1. Review your LinkedIn account with your peer partners and give each other lots of feedback using the above checklist as a guide. Implement the given feedback and have your group review your LinkedIn account again.
2. When you and your peer partners are completely satisfied with all of your LinkedIn pages, notify the Professional Development Instructor who will give a final review.