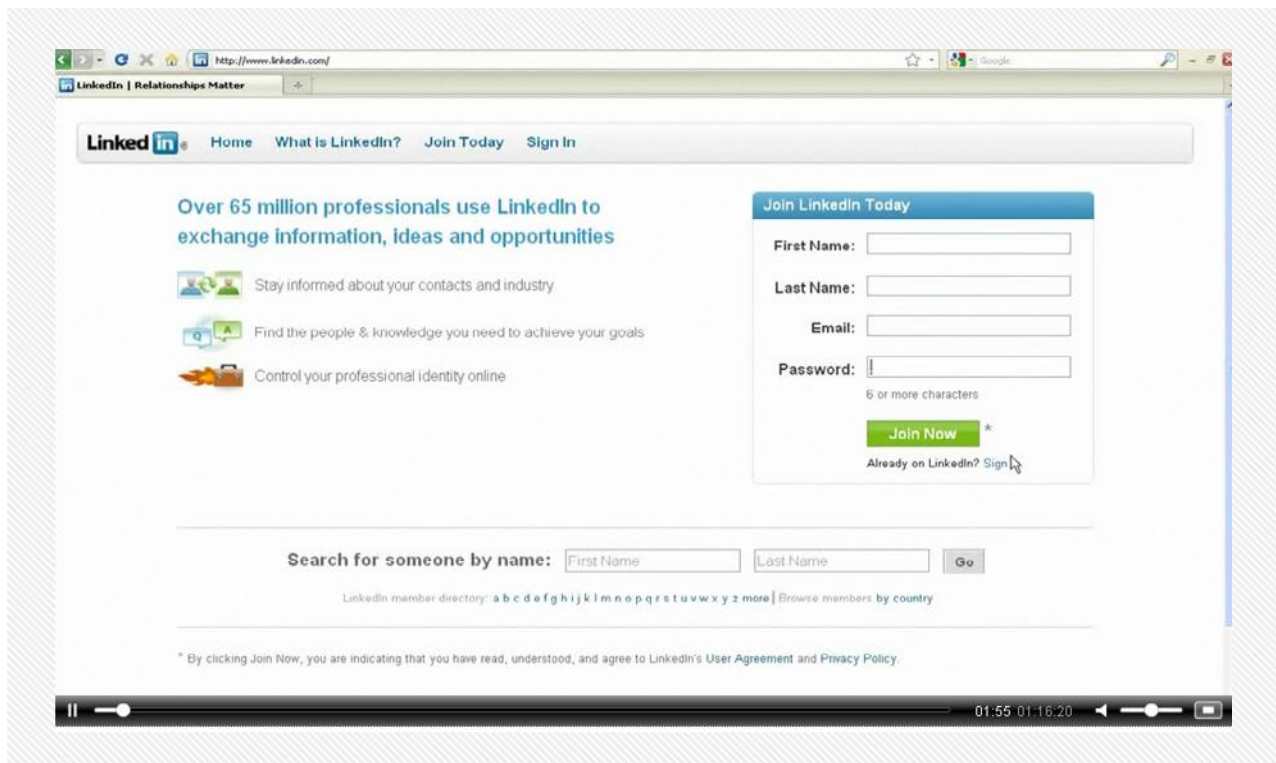


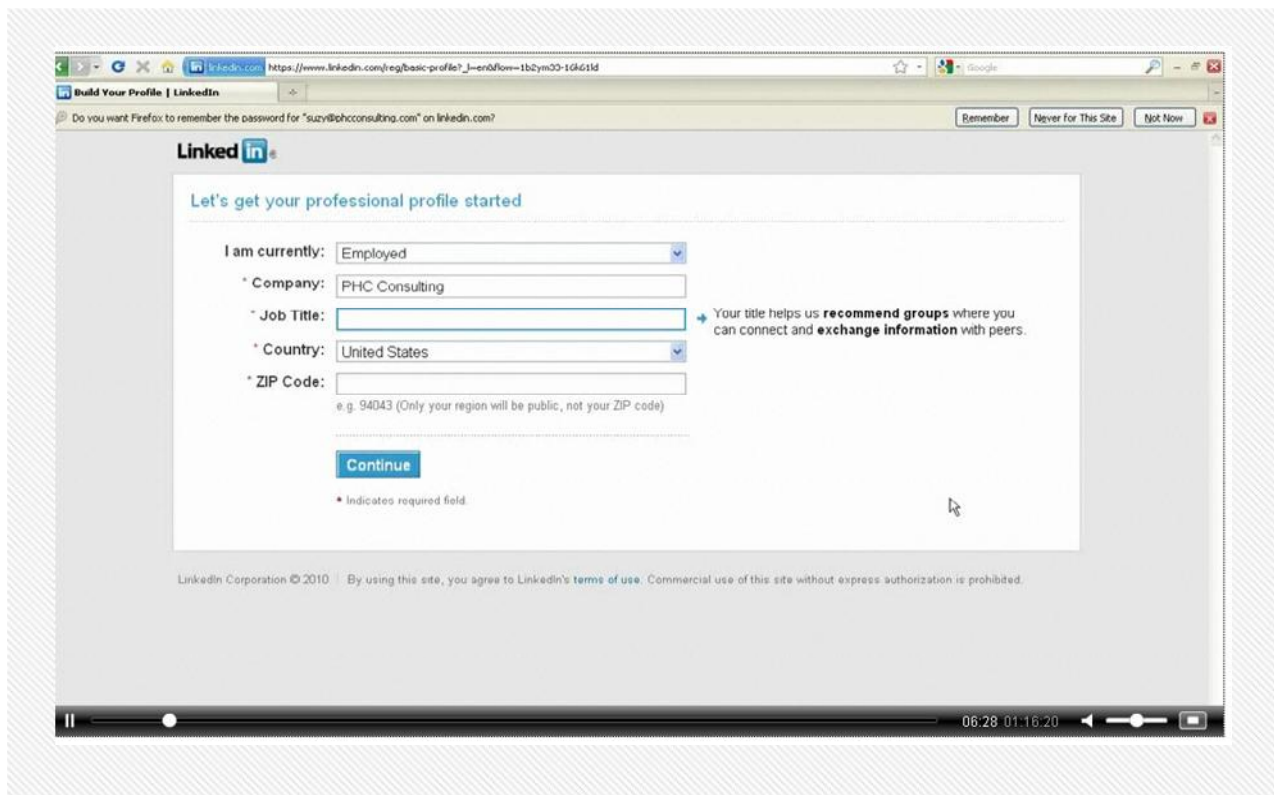
LinkedIn Profile Tutorial

Get Started with LinkedIn – Set Up Your Profile

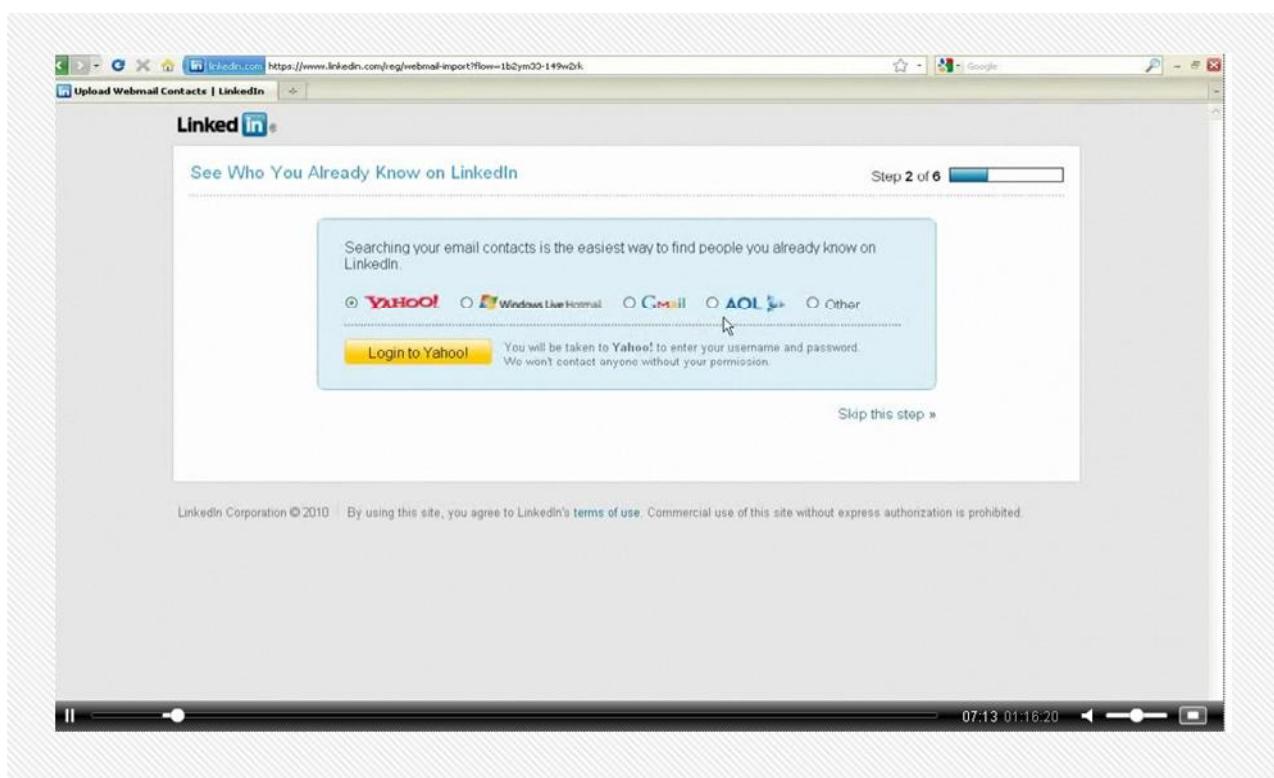
Go to <http://www.linkedin.com/> and enter your name, email, and password where it says “Join LinkedIn Today.”



Then you'll see “Let's Get Your Professional Profile Started,” where you can indicate your employment status, your current company (if applicable), job title, country, and zip code.

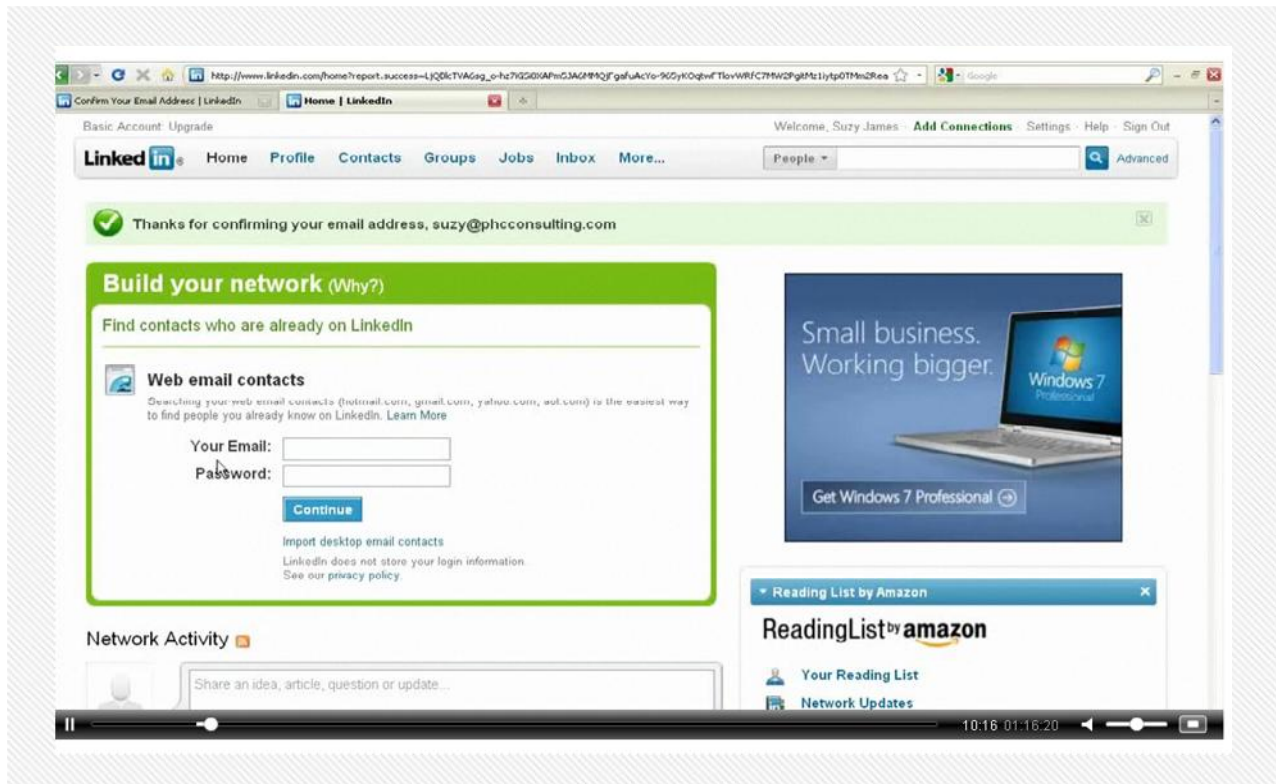


The next page will be “See Who You Already Know on LinkedIn.” It’s for your current email contacts. Ignore this until your profile is complete by clicking on “Skip this step.”



LinkedIn will send you a confirmation email. You must go back to your email account and confirm your membership before you can begin editing your profile. Once you confirm, you'll log back in with your email address and password.

After confirmation, you'll see a green "Build Your Network" box so that LinkedIn can import your email contacts. Ignore this, too, until your profile is complete.



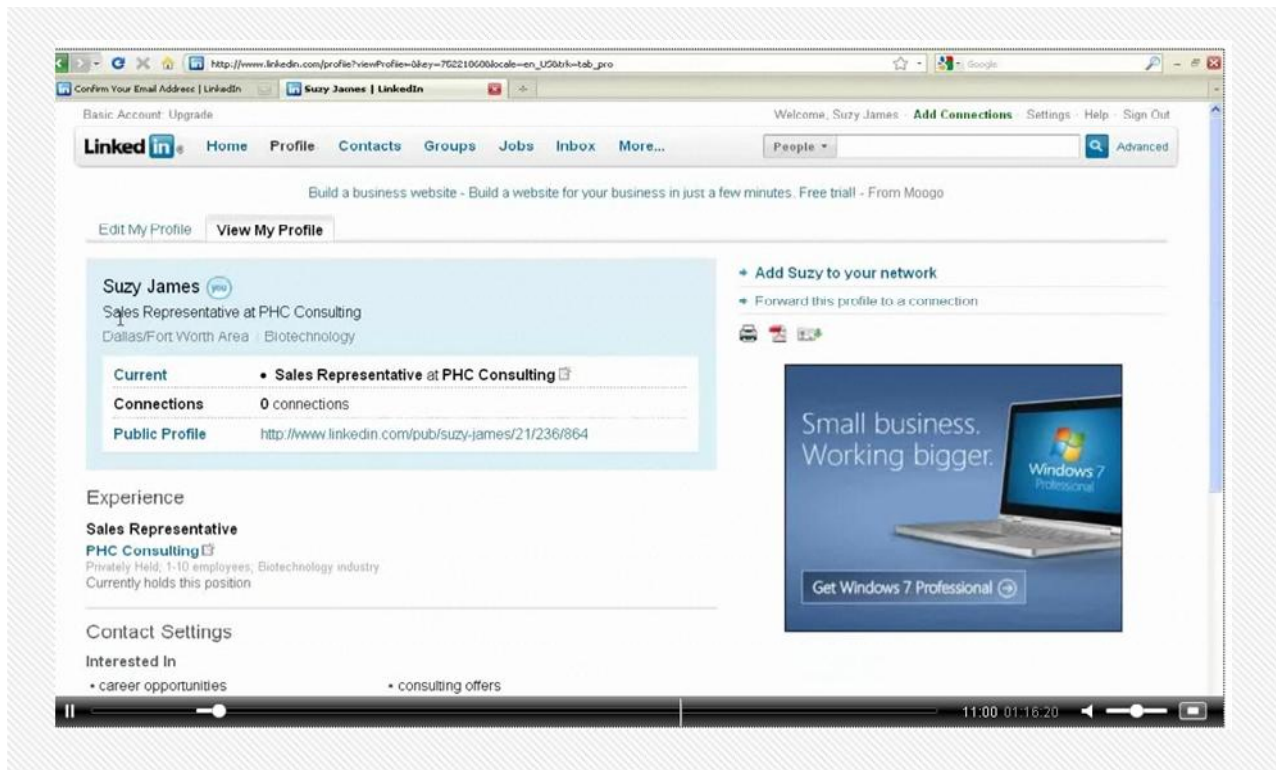
TIP: Make sure you use a **personal** email address—not a work one.

Google offers free "Gmail" accounts that are great for personal email accounts. (Go to Google.com and click on "Mail" to sign up.)

Create, Edit and Refine Your Profile

LinkedIn will already have the basic information you've entered.

This is what your profile page will look like so far
(with your own information, of course):

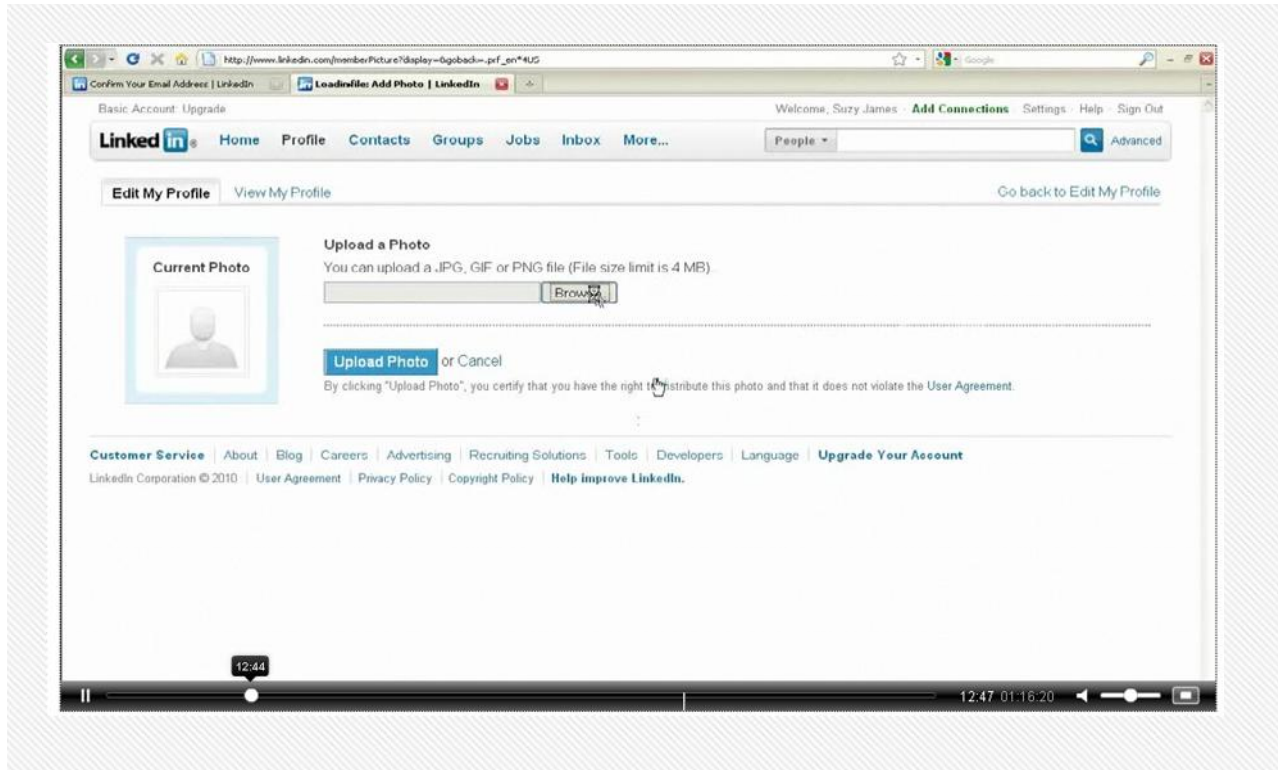


Click on the “Profile” link at the top of the page to get to your profile page.

Choose the “Edit My Profile” Tab to enter or change your profile information.

Photo

Add a photo to your profile by clicking on “Add Photo.” Upload it from your computer, and LinkedIn will allow you to crop it as needed to fit the space.



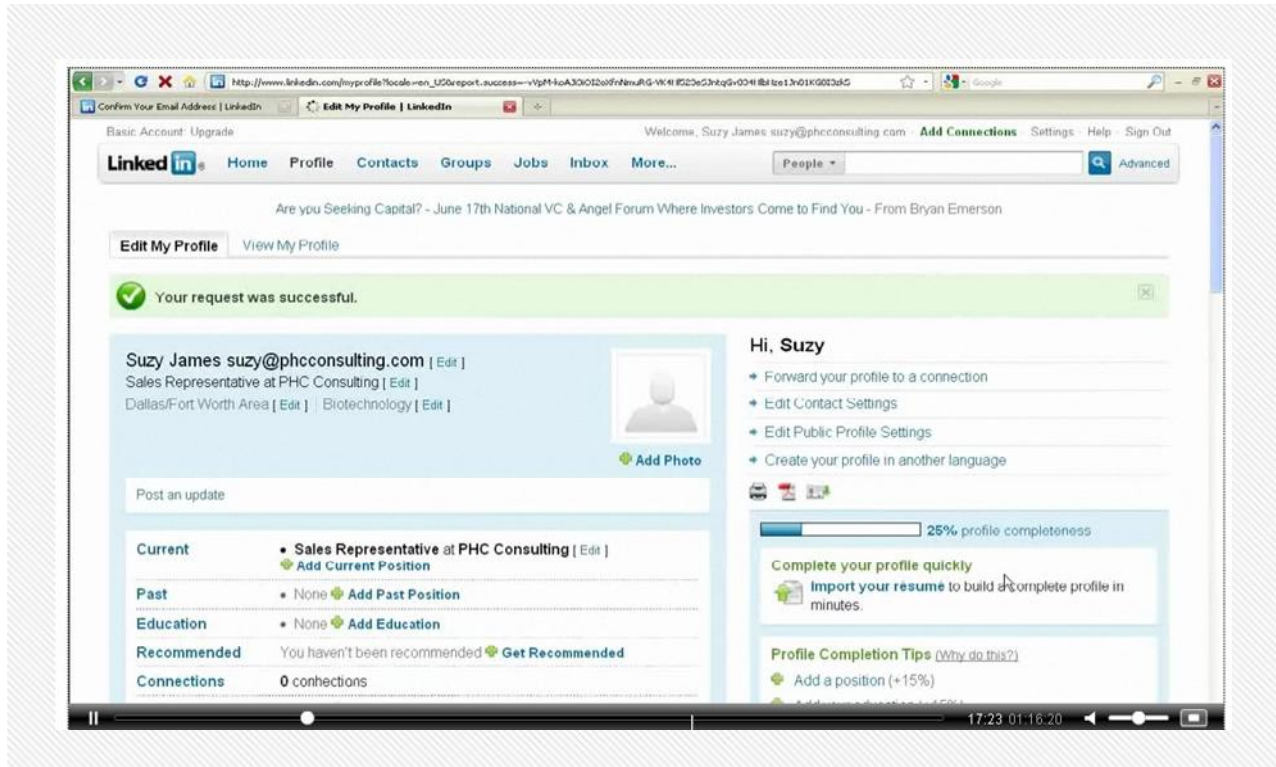
Failing to add a photo will significantly reduce the effectiveness of your profile. People like to do business with other people, and a photo will help you connect with others.

Choose a professional photo with you smiling. A smile gets better results!

It doesn't have to be done professionally. A digital camera is fine—just dress business-appropriately. A head-and-shoulders shot is perfect. No pictures with you and your dog, for example.

Name

Using the [edit] button, add your email address right behind your last name to make contacting you easier.



Job Title

Make sure your job title includes a keyword or two that make it searchable.

Location

Choose your geographical location. If you are looking to move, you are allowed to choose a location that reflects where you want to be, which is not necessarily where you are now.

Industry

Choose your industry wisely. Carefully look at all the options to be sure it's where you should be. Some options are pretty specific and describe your career much more clearly than others. If you are transitioning to a new career field, you can choose to select that industry, rather than the one you are currently in.

TIP: You can choose an industry that reflects where you want to be, if you're transitioning to a new career field.

Job History

Import your resume? No. Your LinkedIn Profile is a marketing brochure. It doesn't need to be as complete as a resume. It just needs to attract interest and attention.

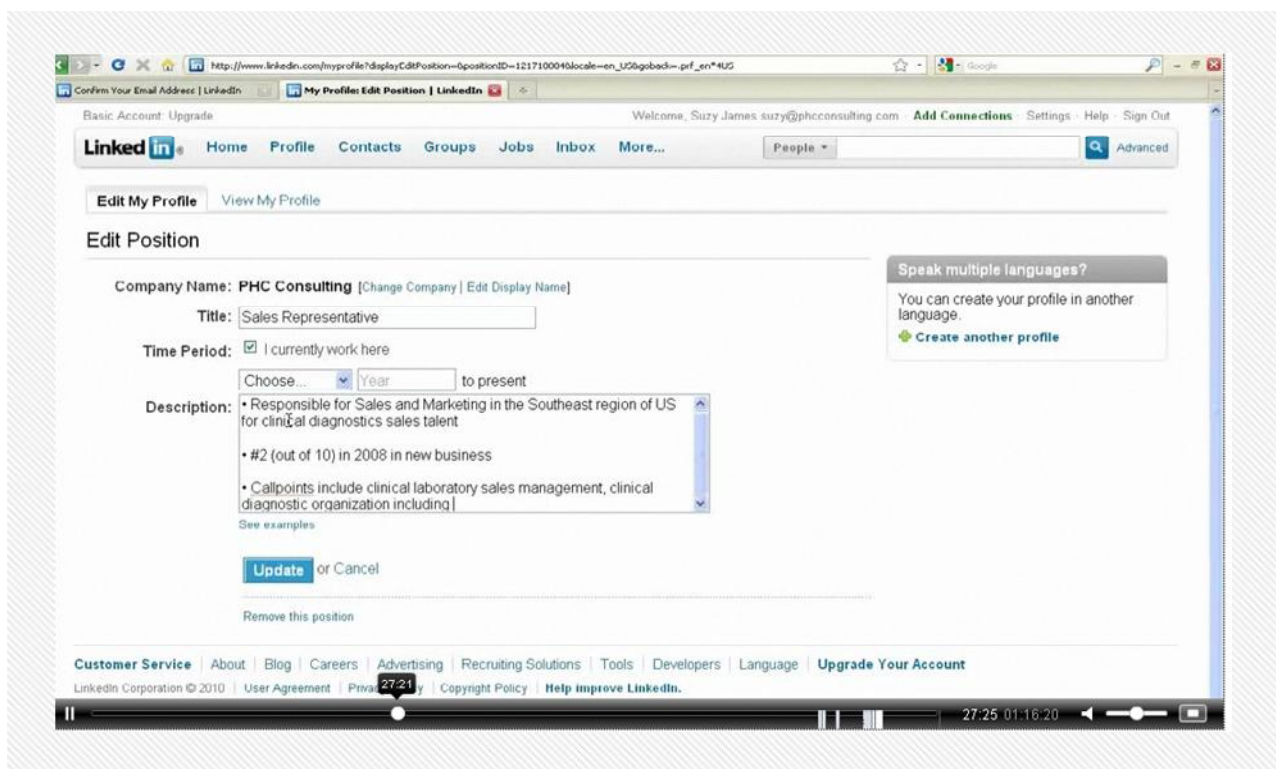
Add more information to your current position – Job title, dates, and description.

Include key skills and accomplishments under "Description." Keep it brief, but include important keywords.

TIP: Use bullet points on your job description—they're easier to read.

Trick to adding bullet points:

Press the Alt button while typing 0149 on your number keypad.



Add past positions using the same guidelines.

Don't add every job you've ever had—only the last 10-15 years, and only the positions most relevant to the jobs you are pursuing.

LinkedIn is not your resume, so resume rules do not apply here.

TIP: Think about KEYWORDS

Use keywords that relate to your industry wherever you can—job title, job description, etc.

Keywords include things related to technology, software, skill sets, training, certifications, customer segments, companies you work with, etc.—any hot topics for your industry, in your space. Keywords make you searchable.

Education and Additional Information

Education

Add your college AND your degree—otherwise, it looks like you didn't finish. (Don't add high school unless it was a prestigious college prep school with a very strong alumni association.)

Add only those “Activities and Societies” that sell you as a candidate—academic or philanthropic groups, groups that indicate “diversity,” or some kind of professional society.

Additional Information

Websites: My Website
My Portfolio
My Blog

Interests:
Tip: Use commas to separate multiple interests
Examples: management training, new technology, investing, fishing, snowboarding... See more

Groups and Associations:
Tip: Use commas to separate multiple groups
Examples: Kiwanis, IEEE, Product Marketing Association... See more

Honors and Awards:
Examples: Who's Who In America, 1999-2004... See more

[Save Changes](#) or [Cancel](#)
Note: You can add and edit Twitter accounts on the Twitter Settings page.

Speak multiple languages?
You can create your profile in another language.
[Create another profile](#)

Additional Information

Websites: Anything that you want a potential employer to see—current company (to get a clearer picture of you), an online resume, a blog, etc.

Interests: Add hobbies only if they speak to your desirability as a candidate. Triathlons show competitiveness, basket weaving doesn't. Public speaking is good, political associations are not.

Groups and Associations: Stick with professional organizations.

Honors and Awards: List those that are job-related, or professionally significant.

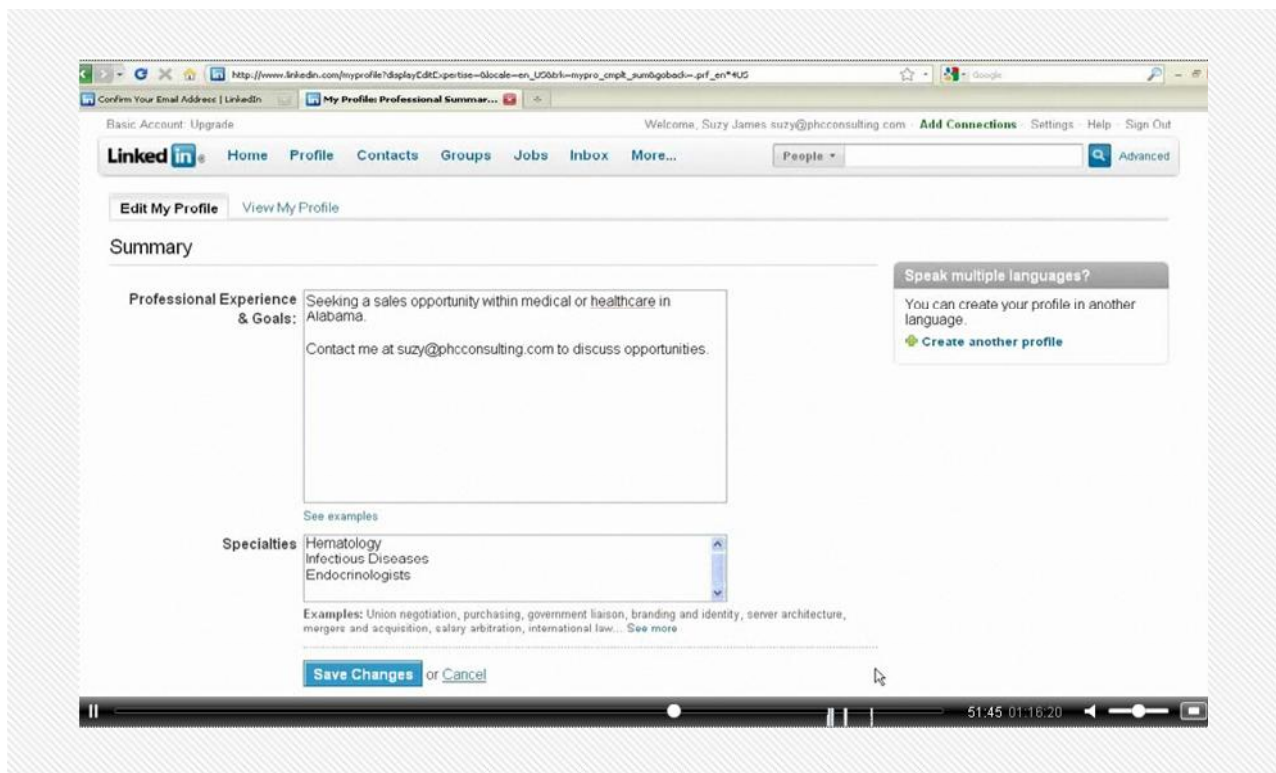
Summary, Specialties, and Contact Settings

Summary – the “pure profit” area

The summary is a “headline” spot. It’s the most important part of the profile because it’s the first thing others see.

This is where you want your objective. Include function, industry, and location to send a clear message. Be both concise and descriptive.

TIP: This is another place to include your email address!
 (“Contact me at _____ to discuss opportunities.”)



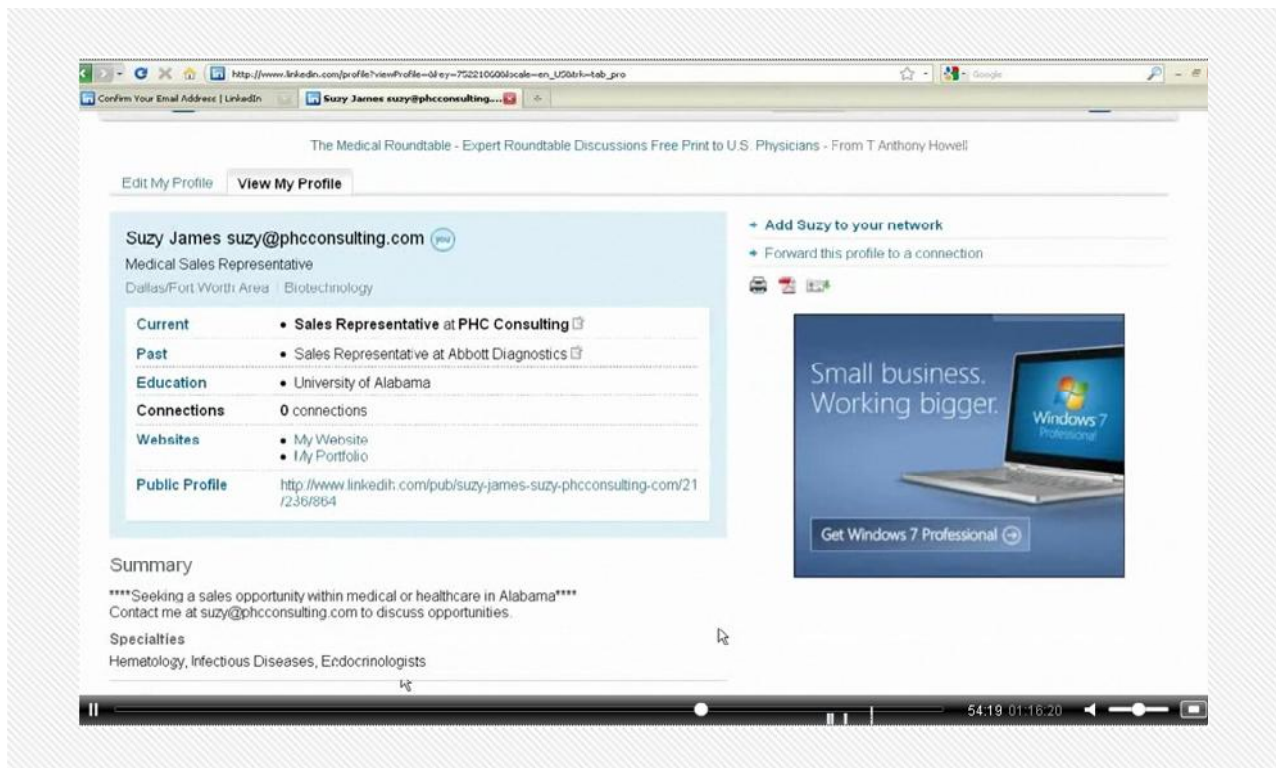
Specialties

Specialties should be very job-specific. Look at job descriptions you’re interested in to find keywords you should include here. These should be

keywords that an HR professional or recruiter would use to find a candidate for the job they're trying to fill.

TIP: Condense information (no white space or separate lines) to keep your information "above the fold."

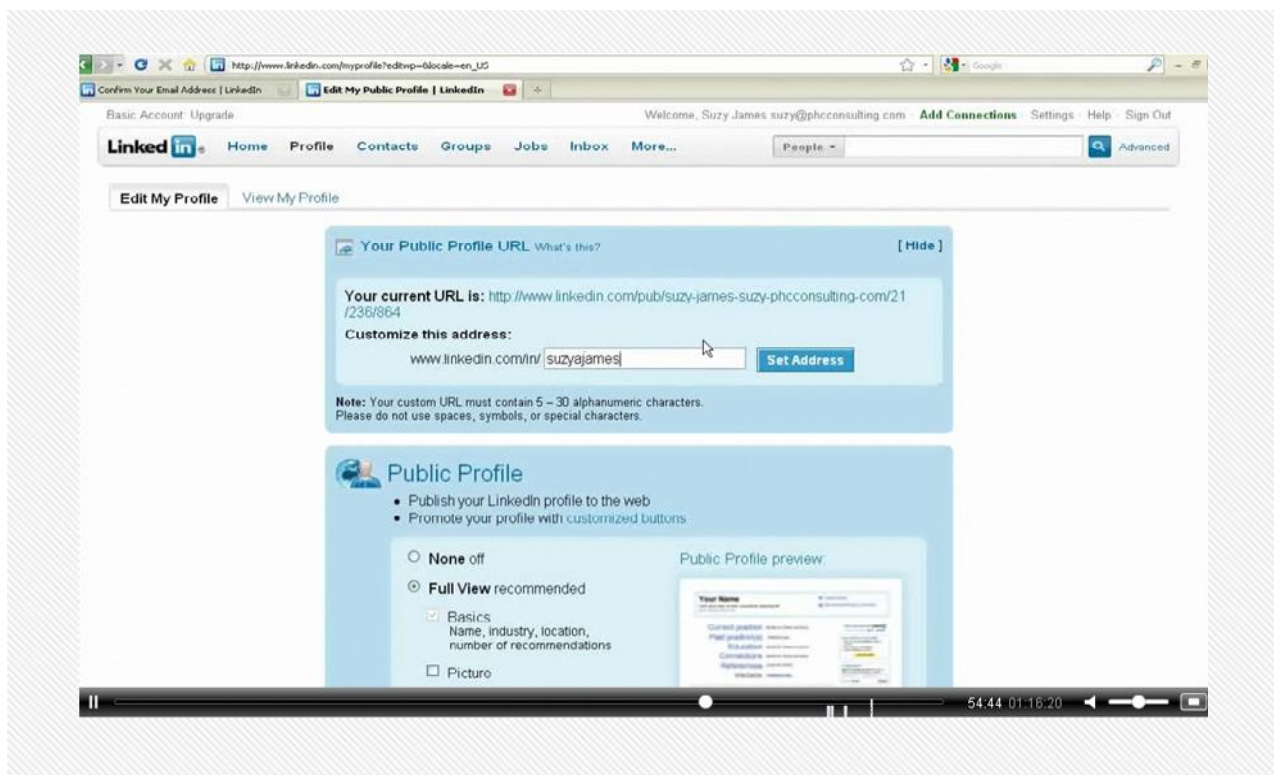
This is an example of what others will see when you're done. Notice how the Summary and Specialties stand out:



Public Profile

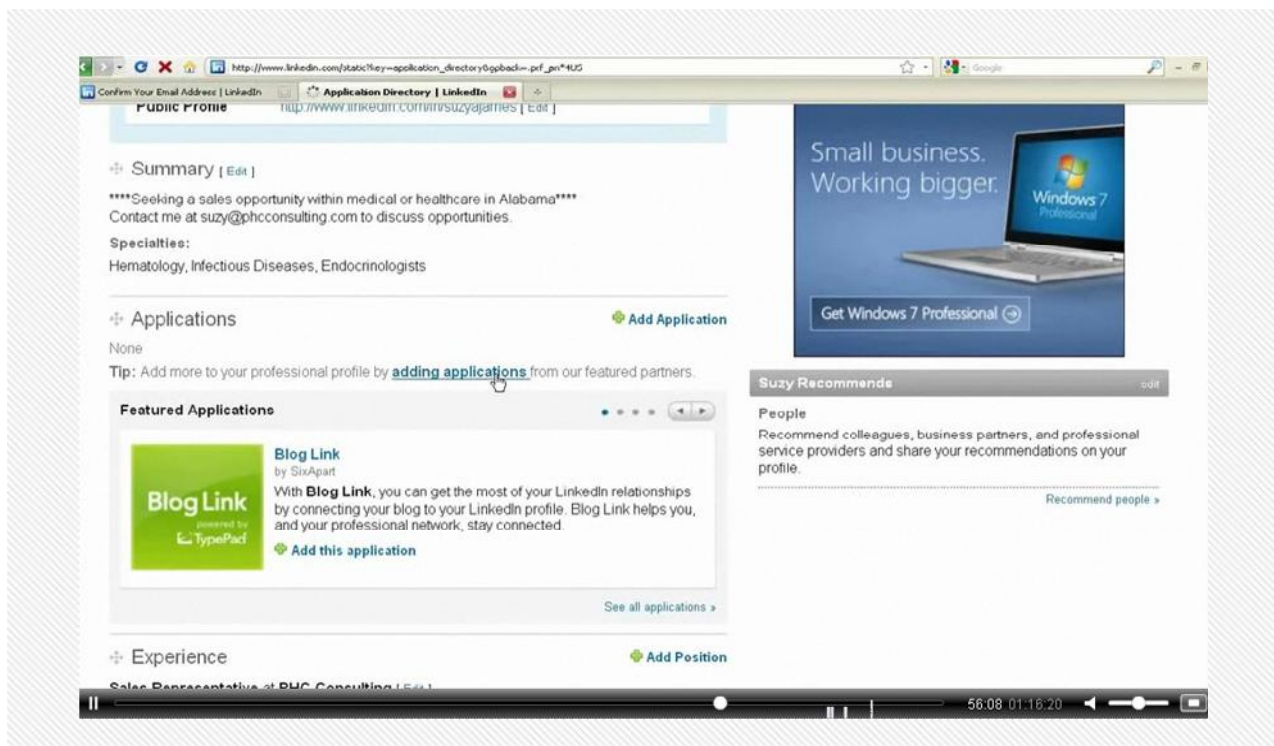
Make sure you make the profile public.

Edit the URL that LinkedIn gives you. Change it to your name, so that it's easier to read and communicate to others.



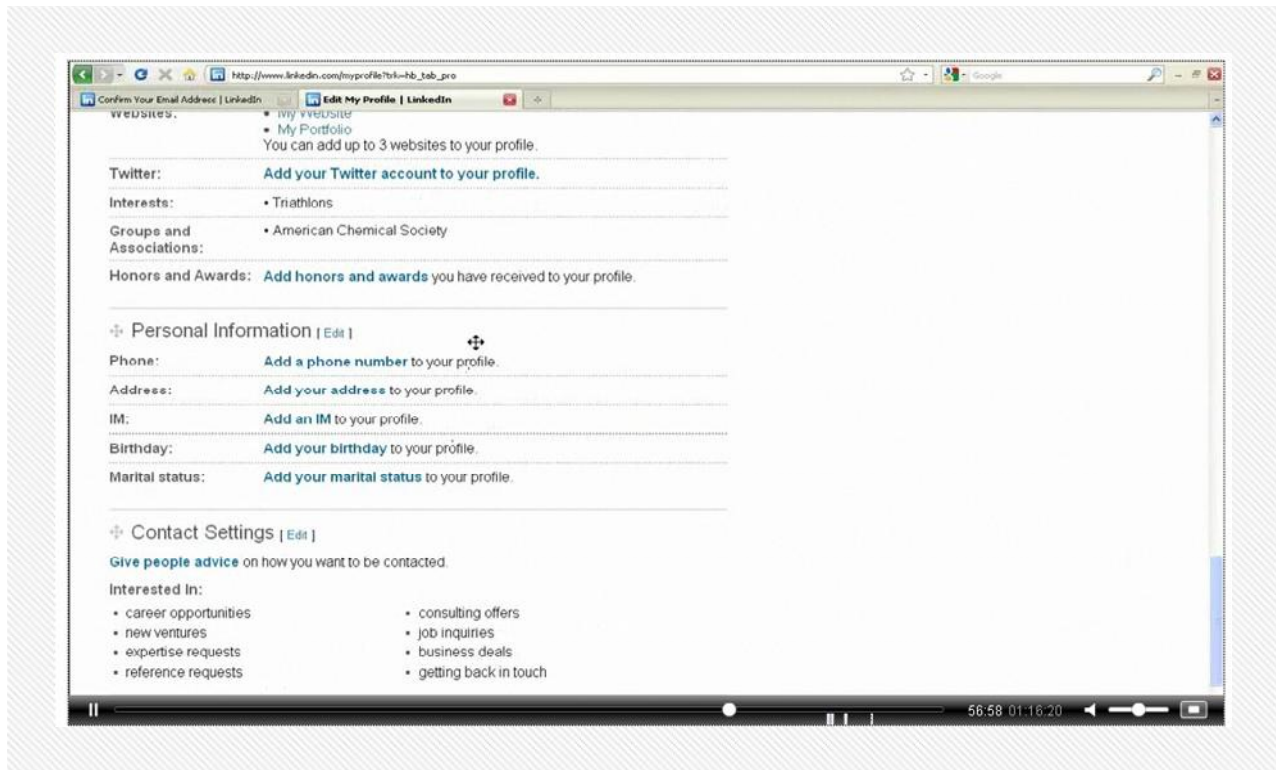
Optional Extras

Applications – You could include your blog or Twitter link, but this is not necessary.



Personal Information

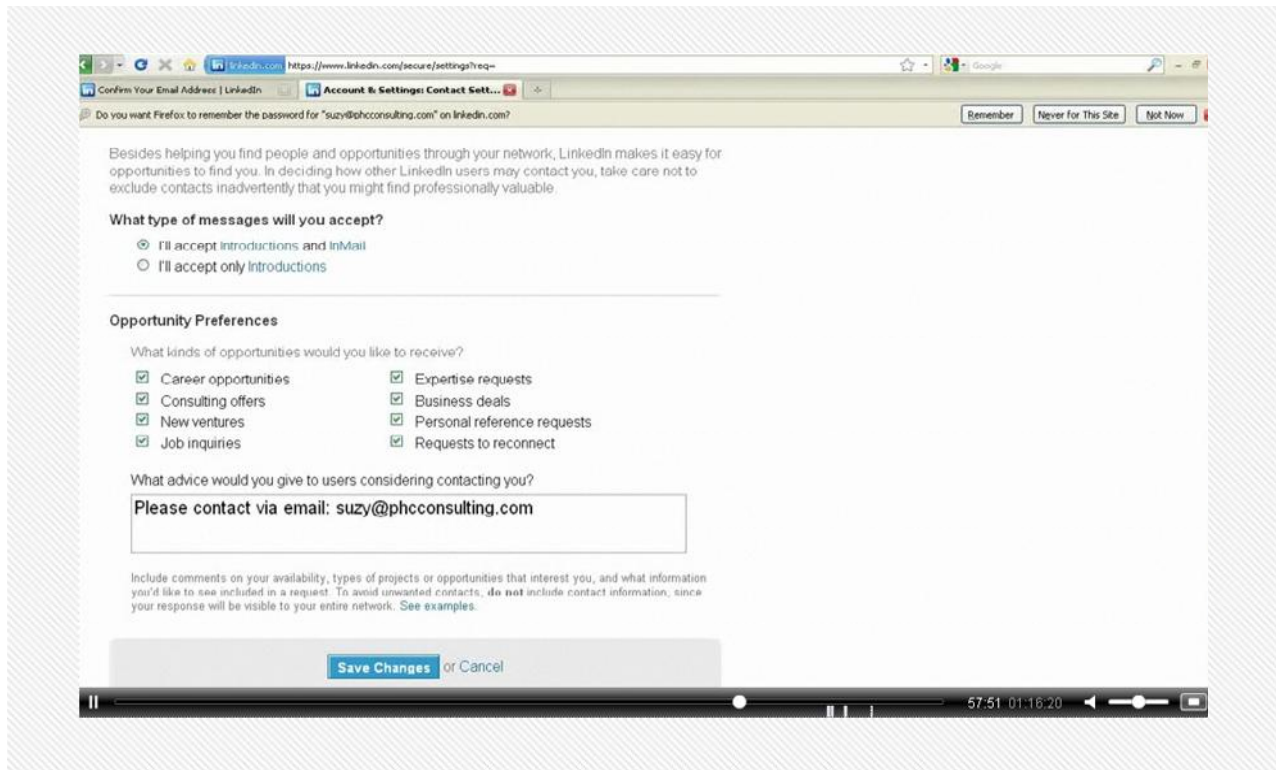
Any personal information you choose to include is strictly optional. I would not add my phone number, address, birthday, or marital status. They don't need those things to contact you. Your email address is sufficient.



Contact Settings

This is how LinkedIn allows others to contact you. ALWAYS check “Accept Introductions and InMail.”

TIP: Take advantage of another plug for your email address when you are advising others how to contact you: “Please contact via email: [your email address here]”



Contacts, Recommendations, Jobs, Groups, Your Inbox, and More...

Contacts

You may contact others on LinkedIn through direct connections, InMails, or groups.

Add connections to grow your network by importing your email contacts or searching through LinkedIn.

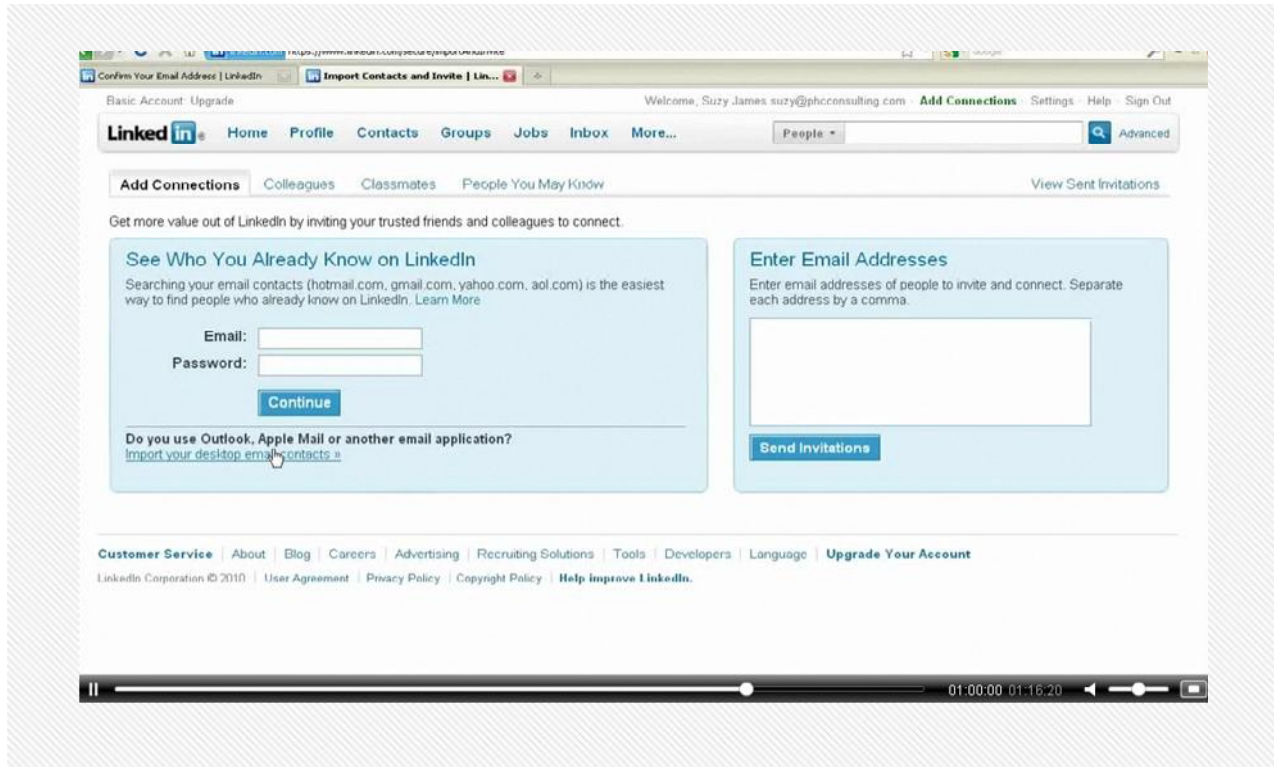
LinkedIn allows you to search by:

Name – just type in the names of people you know

Company Name (Colleagues) – Anyone who has indicated past or current employment with companies you've also worked for will show up here.

Classmates – People who have attended the same schools that you have will appear here.

LinkedIn also offers suggestions for you based on the information it has.



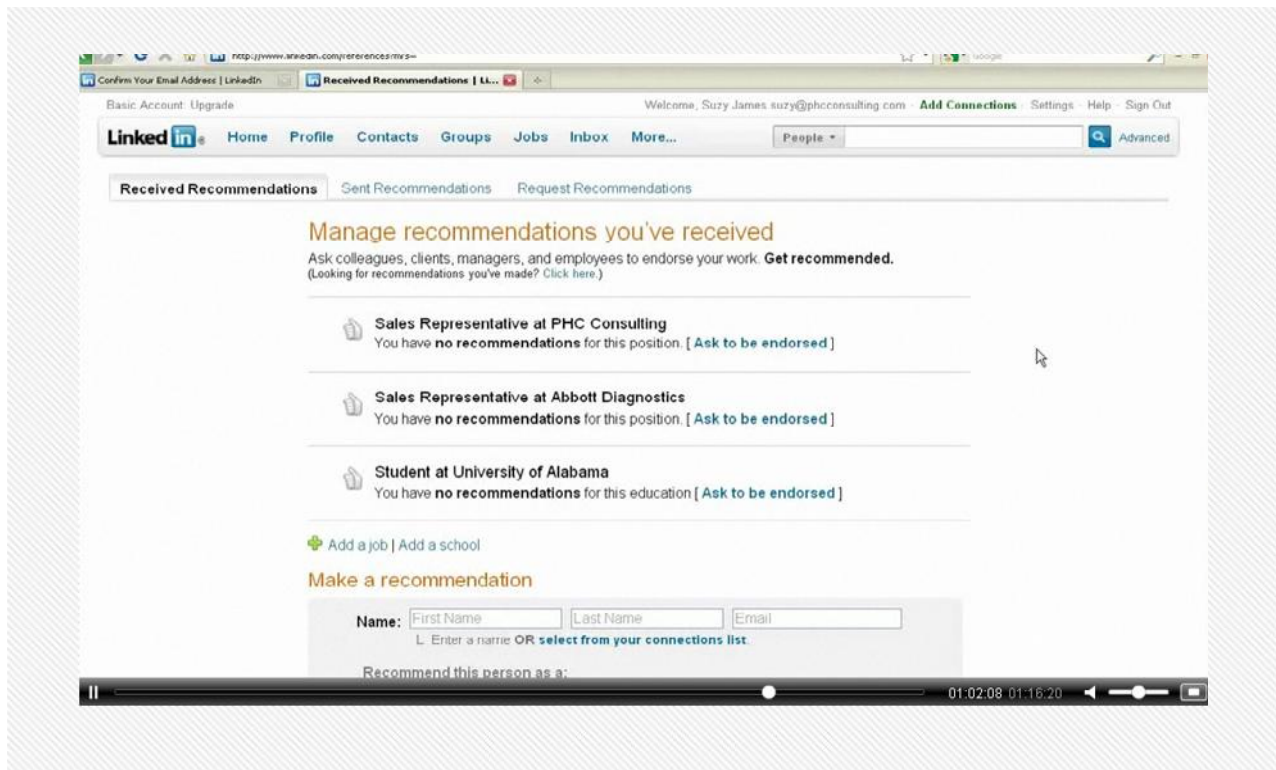
Add connections by issuing Invitations. Make as many connections as you can to expand your network.

Recommendations

Recommendations are powerful, but not essential.

You can choose which recommendations go on your profile. If it's not well written, don't post it.

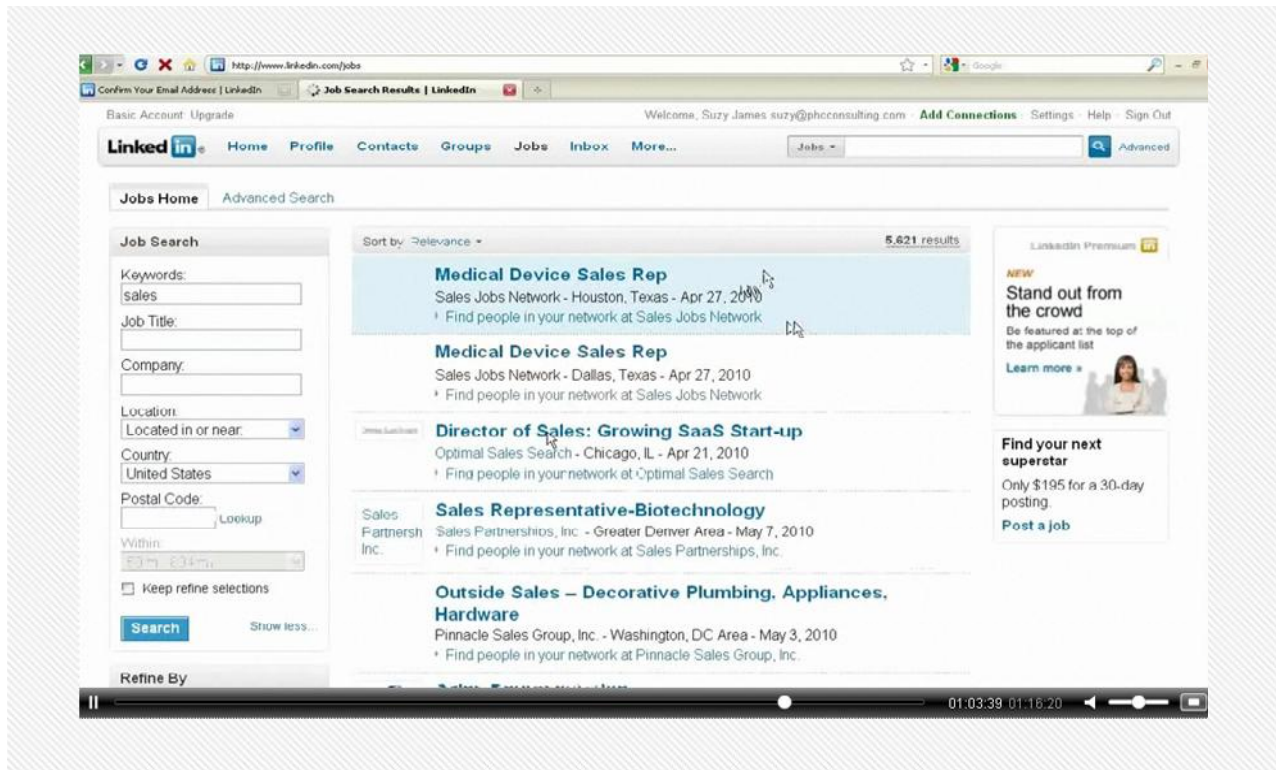
TIP: The best way to get a good recommendation is to give a good one. Write a great recommendation by being strong and specific—make it a compelling endorsement of that person.



Search for Jobs on LinkedIn

LinkedIn provides job postings as well as an “Advanced Search” function that works with Indeed.com.

Refine your search by location, experience level, company name, job title, job function, salary range, or date posted.



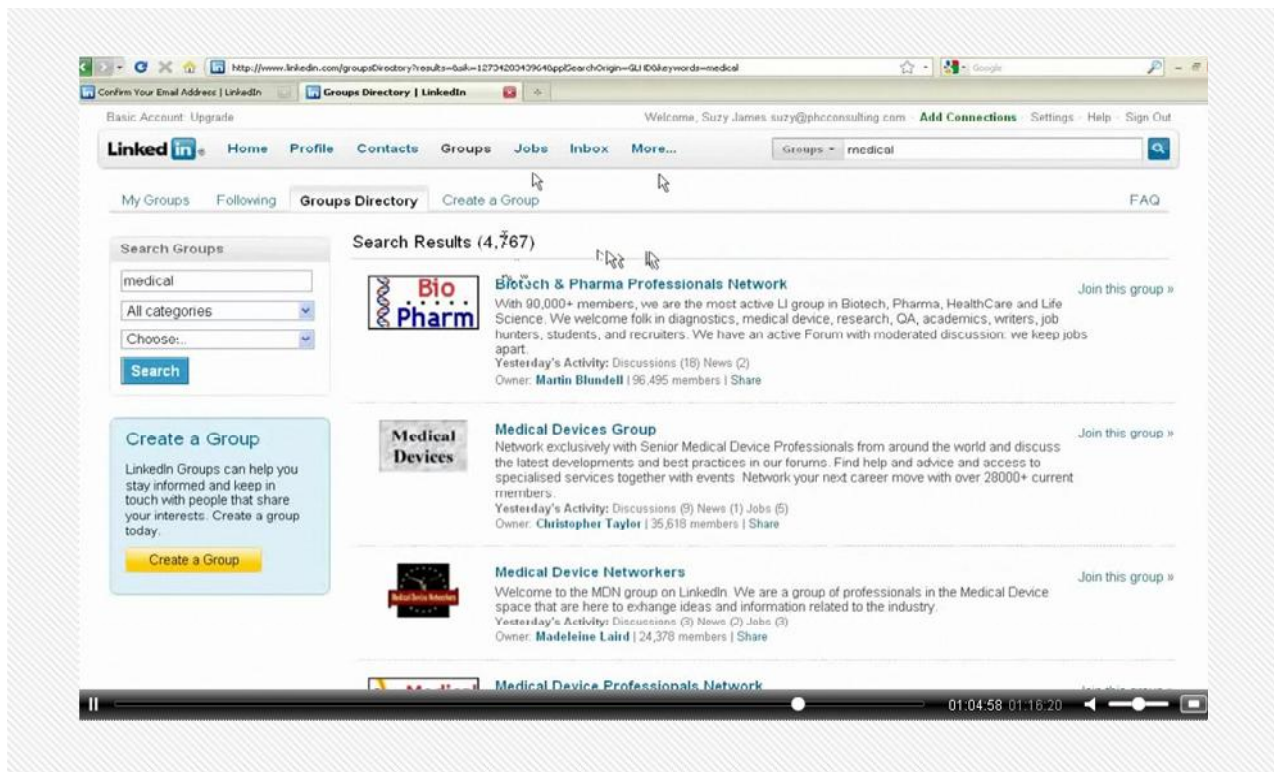
Groups

Groups are amazing!

Join and participate in groups to make connections.

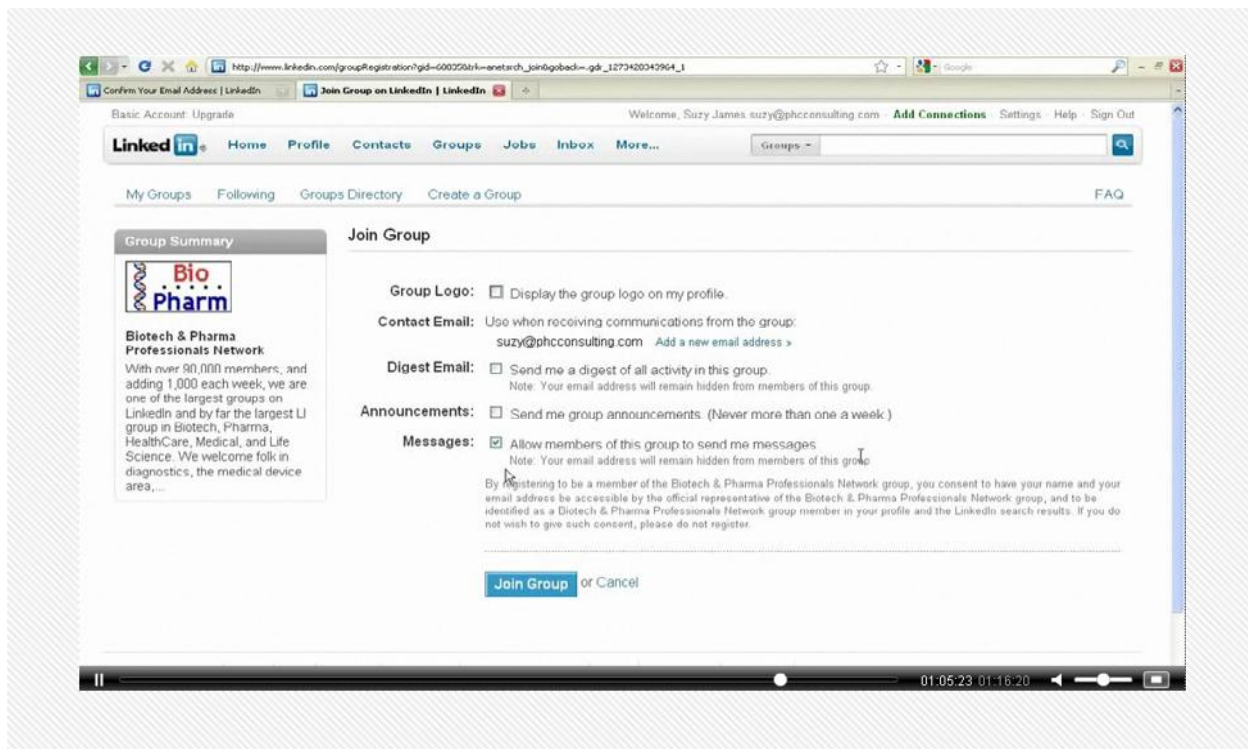
Find groups using either the “Groups” search at the top right hand of the page, or by using the “Groups Directory,” located on the Groups tabs. Use your industry keywords to find groups you’re interested in. Additionally, you can search for groups based on where you went to college or where you’ve worked before. Hint: Search by keywords but keep the “All Categories” selection active to maximize your results.

Join groups by clicking on “Join this group” at the right-hand side of the screen. You’ll have to wait to be approved, and you’ll be notified of acceptance.



When you click “Join this group,” it will take you to this screen:

TIP: Always click on “Allow members of this group to send me messages.”



Join up to 10 groups per day. You can be in 50 groups total.

Join discussions within groups. You'll learn a lot and make connections.

Search groups for jobs. They often have their own job boards that are (of course) very industry-specific.

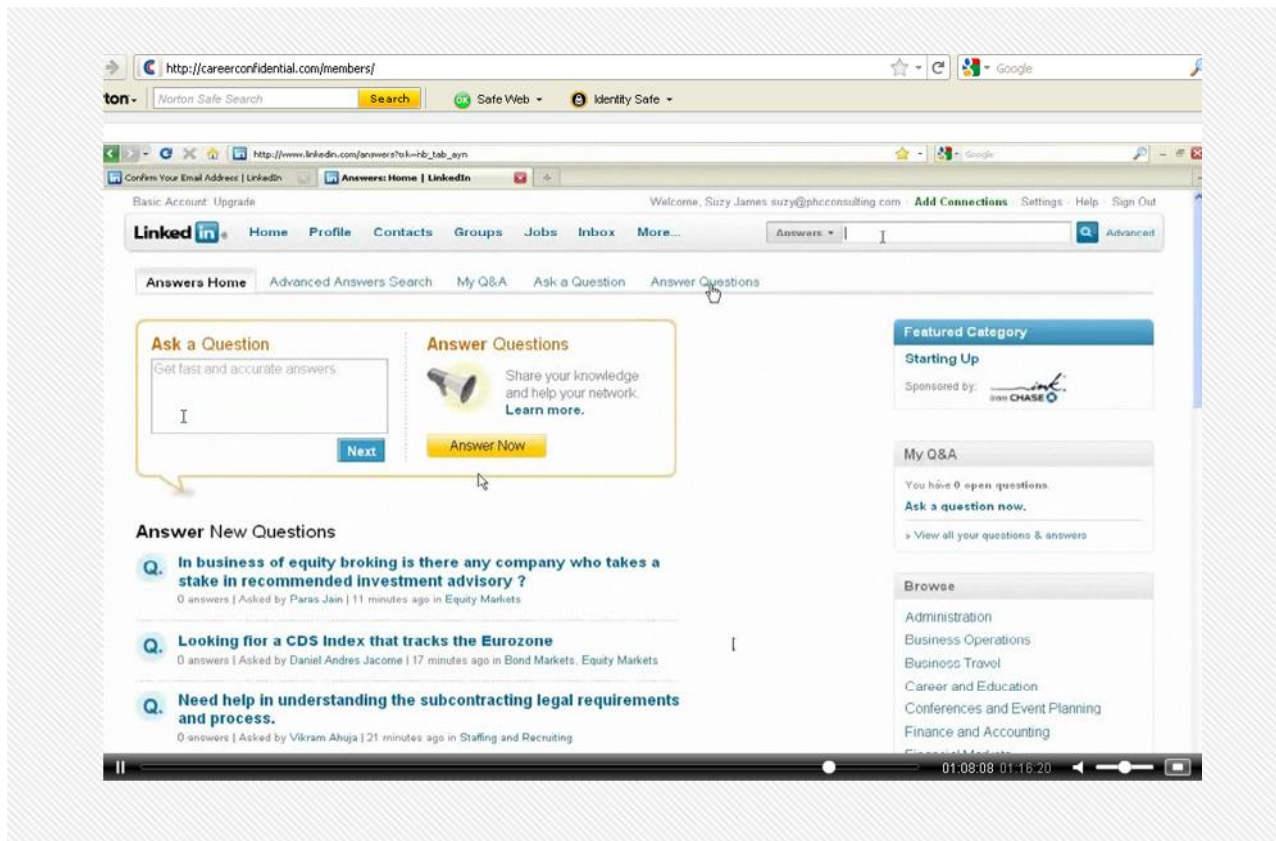
Inbox

Send and receive messages in your inbox. The Inbox tab is located at the top of the page. LinkedIn will notify you when you have received a message. Issue invitations to connect from here.

More...

Ask and answer questions and search for information under this tab. It's another good way to increase your visibility.

Find answers to “need to know” questions, or position yourself as an expert in your field.



Conclusion

Update your status regularly

Check and update your status frequently to keep it up to date.

Suggested status updates:

Suzy: is interviewing for a sales position in DFW.

Suzy: wants to relocate to Michigan. Know of any good sales jobs there?

Suzy: is attending the AACCC conference in Chicago.

Suzy: seeks a new medical sales opportunity in Chicago.

Note that these statuses communicated the message that she would like to relocate to Michigan, that she is looking for a new job in Chicago and attends conferences in Chicago. This gives hiring managers/recruiters a good idea of what she has been up to and what she wants.

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