To join LinkedIn and create your profile:

- 1. Navigate to the LinkedIn sign up page.
- 2. Type your first and last name, email address, and password you'll use.

Note: You must use your true name when creating a profile. Company names and pseudonyms are not allowed.

- 3. Click Join now.
- 4. Complete any additional steps as prompted.

Step by Step, Creating LinkedIn Profile

https://www.opencolleges.edu.au/blog/2020/05/25/beginners-guide-to-linkedin/

https://www.linkedin.com/pulse/linkedin-beginner-all-star-8-easy-steps-clifford-wessel/

To add sections to your profile:

- 1. Click the Me icon at the top of your LinkedIn homepage.
- 2. Click View Profile.
- 3. Click the Add section in your introduction section.
- 4. Click on the section you'd like to add and select the subsection, if applicable.
- 5. Enter the required information in the pop-up window that appears.
- 6. Click Save.

To add About section:

1. Click the Me icon at the top of your LinkedIn homepage. View Profile



- 2. Click View Profile.
- 3. Click Add section in your introduction section.
- 4. Click about section.
- 5. Enter the required information in the pop-up window that appears.
- 6. Click Save.

To add an Education section to your profile and to populate it:

- 1. Click the Me icon at the top of your LinkedIn homepage, then View Profile.
- 3. From the Core dropdown, click Add education.
- 4. Type your educational information into each applicable field.
- 5. Click Save.

To add the Experience section and a position/s:

- 1. Click the Me icon at the top of your LinkedIn homepage, then View profile.
- 2. Click the Add profile section button in your introduction section.
- 3. Click Core dropdown, then Add position.
- 4. In the Add experience pop-up window, enter your information into the fields provided.
- 5. Click Save.

How to Add Volunteer Experience to your Work Experience.

- 1. Log into your LinkedIn account
- 2. Scroll down to Experience section and click + sign.

- 3. When the dropdown menu appears, click "Add career break".
- 4. From the opening window, click "Please Select" then Voluntary work.
- 4. Fill in the form and click "Save".

To add and manage Skills on your profile:

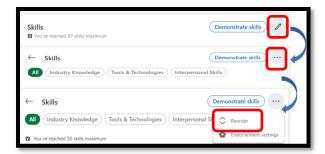
If you don't have any skills listed on your profile, the Skills section won't appear.

To add the Skills section and a skill/s:

- 1. Click the Me icon at the top of your LinkedIn homepage, then View Profile.
- 2. Click Add profile section.
- 3. Click Core and select Add skills from the dropdown.
- 4. In the Add skills pop-up window, you can:
 - Select Suggested skills based on your profile.
 - Click Add another skill and type the name of a skill. Select the relevant skill from the dropdown list that appears. Once selected, it will be automatically added to your list of skills.

5. Click Save.

Re-order your skills with strong ones at the top Devops Skills+Programming Languages+AWS Skills+Soft and previous skills.



Customizing / Updating URL

Let's get rid of the numbers at the end of our LinkedIn address. You can easily update your URL for a clean and polished look.

- 1. Go to your profile and click on "Edit public profile & URL" in the top right corner.
- 2. Click on the pencil, remove the numbers, and save to see if that URL is available. You may have to edit it a few times to find one available.

Back on your resume, you can update the URL and now the contact details are clean, easy to read, and recruiters are impressed with your attention to details!



Background Picture/Banner

Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context, and shows a little more about what matters to you. More than

anything, the right background photo helps your page stand out, engage attention, and stay memorable.

While your profile photo should be professional and conservative, your background photo is a way to show off your brand and your personality. When used correctly, your LinkedIn cover photo can help new connections and hiring managers get a sense of your personal brand and get to know you a little bit better.

Google for background pictures about your path+IT, choose one you like and upload it.

- 1. Tap the Profile icon.
- 2. Tap the background photo.
- 3. From the Edit Background Photo page, you can:
 - Follow the prompts to take a new photo or upload one.
 - Change the position and size by dragging the photo.
 - Tap Delete > Delete again to delete your background photo.

4. Tap SAVE on the upper right corner.

Background photo specifications:

- JPG or PNG file
- Lesser than 8MB
- 1584 (w) x 396 (h) pixels (recommended)

If your background photo appears blurry or pixelated, please choose an image with a larger file size. Photos will also look better than images with logos. If your image is still blurry or pixelated, you could use a compression tool such as <u>Trimage</u> for Windows or <u>ImageOptim</u> for Mac before uploading it to LinkedIn.

Profile Photo

To add a profile photo:

- 1. Click the Me icon at the top of your LinkedIn homepage.
- 2. Click View Profile.
- 3. Click on the Camera icon in your introduction section. ...
- 4. From the Add photo pop-up window, you can: ...
- 5. Follow the prompts to take a new photo or upload one.
- 6. After uploading the photo, you can: ...
- 7. Click Save photo.

Profile photo: Pixel size is between 400 (w) x 400 (h) pixels and 7680 (w) x 4320 (h) pixels. We recommend adding a photo that won't require much cropping. You can adjust the photo after it has been uploaded. Background photo: Recommended pixel dimensions are 1584 (w) x 396 (h) pixels.

Pick a photo that looks like you

Make sure your LinkedIn profile picture is up to date (within the past few years) and reflects how you look daily — your hair, glasses, makeup, and so on. If you do change your appearance drastically, consider taking a fresh pic to keep candidates in the loop. Choose the right profile picture for LinkedIn.

Your profile picture is your calling card on LinkedIn – it's how people are introduced to you and (visual beings that we are) it governs their impressions from the start. There are some great posts

explaining how to pick the right profile picture on LinkedIn – but here are some quick tips to start with: make sure the picture is recent and looks like you, make up your face takes up around 60% of it (long-distance shots don't stand out), wear what you would like to wear to work, and smile with your eyes!

Add Title under your name.

To update your current position on your introduction section:

- 1. Click the Me icon at the top of your LinkedIn homepage.
- 2. Click View Profile.
- 3. Click the Edit icon in your introduction section.
- 4. In the pop-up window that appears, under the Current Position field, click Add new position and enter your information.

Make your headline more than just a job title.

You can also add hard and soft skills as much as they fit after your title. You may either use **hashtag** or **pipe** in between the key words.

AWS Solutions Architect & DevOps Engineer |
Docker | Kubernetes | Ansible | Terraform |
Jenkins | Linux | Python | GitHub | Agile |
Resume | LinkedIn | Management &
Organization | Leadership | Tutorage | LMS |
Clickup |

Christina Partap · 3rd

Recruiter at AWS- WWSO, Worldwide Specialist Organization
Talks about #aws, #amazon, #openroles, #saparchitect, and
#salesmodernization

Add your pronouns.

https://www.linkedin.com/learning/linkedin-quick-tips-2022/add-pronouns-to-your-profile?autoplay=true&resume=false

Pronouns are an important part of the remote and in-person work ecosystem, and by adding them up-front you can avoid any awkwardness later. Whether it's she/her, he/him, they/them or another combination that best fits your identity, including your pronouns is always worth it on your LinkedIn profile.

Record and Display Your Name Pronunciation on Your Profile via mobile app.

https://www.linkedin.com/learning/linkedin-quick-tips-2022/add-your-name-pronunciation?autoSkip=true&autoplay=true&resume=false

You can record your name pronunciation and display it on your LinkedIn profile for others to listen to. This will help LinkedIn members to correctly address you.

Important: If you've chosen your last name to only appear to your connections, then while selecting name pronunciation visibility, you'll be notified through a 'Name display restriction' pop-up. Learn more about changing how your name appears on your profile.

Notes:

- You currently can't record or edit your name pronunciation on the LinkedIn desktop site. It can only be done on the LinkedIn iOS/Android mobile app.
- This feature should be used only to record your preferred professional name pronunciation.

Mobile Steps

To record and display your name pronunciation on your profile:

- 1. Tap your profile photo, then View Profile.
- 2. Tap the Edit icon from your introduction section.
- 3. Tap Record name pronunciation. ...
- 4. Tap the recording button and hold to record your name. ...
- 5. Tap the Use button when you're satisfied with your recording. ...
- 6. Tap Save.

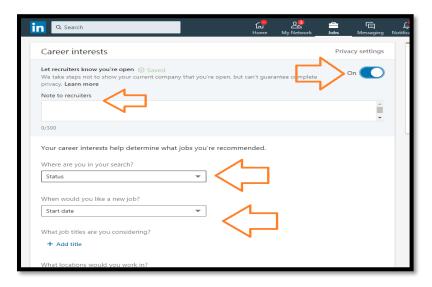


Turn ON "Let recruiters know you're open"

If you are updating your LinkedIn profile because you are searching for work then you want to let recruiters know you are looking. There are many wrong ways to do this like advertising "Currently seeking new opportunities" in your headline or other places in your profile not intended for this. The best way to do it is here. First click on "Jobs" and then "Career interests"



Now you can click on "Let recruiters know you're open" detail what you are looking for in "note", specify where you are in your search, when you'd like to start, titles you are targeting, geographic locations, type of work, company size, etc.



To enable the #OpenToWork feature:

- 1. Click the Me icon at the top of your LinkedIn homepage.
- 2. Click View profile. Activate to view larger image.
- 3. Click the Open to button.
- 4. Click Finding a new job.
- 5. Provide the requested information in the pop-up window that appears. ...
- 6. Click Add to profile.



The Contact Info

The Contact Info section is in the introduction section on your profile. This section displays your contact and personal information. By default, your email address is pre-filled, based on what you entered as your primary email address during sign up. You can manage this section by filling in the other fields in the Contact info section, such as:

- Direct link to your LinkedIn profile
- Email address
- Phone number
- Website
- GitHub URL
- Instant messenger accounts
- Your birthday

Note: Some of your information is only visible to your connections, while the rest of it is visible to other members on LinkedIn.

Number of Connections

You may have noticed that the connections number caps at 500. What's the golden number?

While having 500 Connections does make your profile look professional, you shouldn't be aiming for only 500. There are a bunch of benefits to having connections on Linkedln, for example, networking, learning, selling, advertising. Rather than aiming for a total connection number you should aim for a total of new connections per month. It's entirely possible to consistently add 200–400 new connections per month and as a result you'll consistently grow a network of potential collaborators, recruiters, buyers, and readers.

Use Slack student chat channels, Clarusway Tech Community LinkedIn channel to share your account to add connections.

How many LinkedIn connections can I send per day?

That really depends on how personalized you make them. There's a chance that if you copy and paste invitations you'll get timed out. Which means you'll have to wait a day or two before sending more connection requests. There's no hard number here but an Extremely safe number is 100 somewhat personalized connection requests per week. Because; LinkedIn connection limit is between 80-100 requests per week.

Why should I care about how many connections I have?

One of the main benefits is getting seen by recruiters. It's no secret that recruiters rely heavily on a candidate's public online information. Your connections are one of those pieces of information. Your connections tell a recruiter how active you are, how driven you are and how connected you are with a given community.

It doesn't take much to differentiate yourself either. 54% of people on LinkedIn have less than 500 connections 27% have between 500–999 12% have between 1,000–1,999 3% have between 2,000–2,999. Meaning if you knock out 400 new connections per month, you'll be within the top 3 percent in a little over 7 months.

70% — 80% of positions are filled through networking rather than jobsite advertising. That means if you don't have a large network, you're much less likely to have these opportunities present themselves to you.

Make a plan, start connecting with some amount of new people per day. Before graduation we should reach 500+.

You can use Slack Student chat channels and **Clarusway Tech Community** / LinkedIn channel to connect.

About

Your summary is the text box at the top of your LinkedIn Profile, aka the "About" section. It's just under your photo. It's an open-ended space (sort of; 2,000 characters max) where you give an overview of your professional life.

Let's enrich and update "About"

Your summary or About section is the one place you define yourself in your own words, free of start dates and titles. Whether you use it to put career choices in context, highlight your biggest achievements, or show off your personality, the summary is your chance to put your best self out there. It strengthens your first impression in a way no other Profile section can.

To update your **About** section from desktop:

- 1. Click the Me icon at the top of your LinkedIn homepage.
- 2. Click View Profile.
- 3. Scroll down to the About section and click the Edit icon.
- 4. In the Edit about pop-up, fill out your information in the Description field.
- 5. Click Save.

Work experience.

The objective of the work experience section in your LinkedIn profile is to showcase your past and current positions. It is organized in chronological order with current position on the top.

Depending on your age, career level and frequency of your job changes, you might have more or less entries in this section.

And one thing I highly recommend is to remove all that work experience which is no more relevant to your current profession as it may create ambiguity among the viewers about your profession unless you will reference your transferable skills.

While adding a work experience to your profile, consider these best practices –

Always link your job to the company page on LinkedIn.

Add specific job title.

Add description to each work experience.

Use keywords in your description.

Education

Your education section says a lot about you, especially to the potential employer and your former classmates who are looking for you to reconnect.

But I don't think there's anyone who cares about your kindergarten and junior schools. So, I won't recommend you add such schools mainly to fill the sections.

Keep it professional with the schools/colleges/universities which really matter and relate your profession.

Adding a school name in your education section,

Enter any extracurricular activities you participated in while attending that school/college in the Activities and Societies text box.

Enter any awards or honors you received from the school/college in Description.

Add rich media such as photos, video, link, or documents to showcase your proud moments while attending that school.

https://www.linkedin.com/learning/rock-your-linkedin-profile/see-your-profile-as-your-story?autoplay=true&resume=false

Go to LinkedIn and log in. Hover your mouse over the Profile link in the top navigation bar, then click Edit Profile from the drop-down list that appears. Scroll down your profile until you see the Education header. Click the Add education link.

Volunteer Experience.

https://www.linkedin.com/learning/rock-your-linkedin-profile/don-t-underestimate-volunteer-experience?autoplay=true



How to Add Volunteer Experience:

- 1. Log into your LinkedIn account.
- 2. Click the blue "Add profile section," located in your bio.
- 3. When the dropdown menu appears, click the "+" beside "Volunteer Experience"
- 4. Fill in the form and hit "Save"

Examples:

Church volunteer. Led a team of 25 community fundraisers that raised \$5,300 for charity.

Animal shelter volunteer. Collaborated with 18 out-of-state rescues to save the lives of 4,800+ dogs and cats.

Red Cross / Turk Kizilayi. Blood Donor

Nursing home volunteer. Kept records on 153 patients for 2 years with 100% HIPAA compliance.

Homeless shelter volunteer. Led 5 volunteers in cleaning and resupplying rooms...

Skills & Endorsements.

The Skills and endorsements section is where you showcase your skills and get endorsed by others who loved your work related to the skills you added. You can list up to 50 skills on LinkedIn and I strongly recommend you strive to list 50.

You want your skill section to tell others who you are and what you can do. Also include keywords that make you more searchable.

99+ Endorsements on Skills

These are the best practices that you can consider while adding skills to this section.

Don't add common skills like Microsoft word, paint...etc.

Add industry-relevant skills.

Reorder the lists such that the most important skills are on the top.

And if you think endorsements don't really matter, you must change your opinions because they do matter.

Endorsements on your skills provide social proof that how skilled and expert you are in the respective skills and to get endorsements, you need to ask people to endorse your skills. In fact, you can even endorse others to get endorsed back for your skills.

Recommendation.

The list of recommendations from senior officials and clients on your profile affirming your skills and work styles will enhance your profile and provide a social authenticity to claim your expertise to others.

Including recommendations on your profile can even increase your chances of being contacted by potential professional parties and may even secure an interview with them.

To get recommendations, you need to ask people to give you recommendations. Moreover, the best way to get recommendations is by recommending others and you can even request a recommendation from the people with whom you have worked earlier.

Accomplishments:

LinkedIn offers you the chance to add accomplishments in 9 different sections. These are-

Certification: Add any certificates you earned related to your current profession.

LinkedIn gives training and certificates as well.

Course: Add the list of all the courses you took to learn different skills.

Honor and awards: Showcase all the honors and awards you earned till date.

Language: Let the profile visitor know which languages you know. You can even add the proficiency level of the entered languages.

- 1. Click the Me icon at top of your LinkedIn homepage.
- 2. Click View profile.
- 3. Click on a language button from the right rail to select the profile you want to edit.

Patent: Do you have any patent rights? If so, it is the best place to show the patents you own. Don't forget to add the description of the respective patents.

Project: Ever been a part of any projects? Add the list of all the projects you were part of with the complete details and description of the respective projects.

Publication: Ever published a book or article on famous websites? Just add the title of the book or article, publisher name, date, URL, and description in the publication section to let others know your work.

Test Score: Appeared in any competitive examinations? If so, enter the test name, marks scored, date and the description of the examination.

Organization: Are you a part of any non-profit organization or ever been? Add the organization name, your position, date of tenure and description about the organization.

It is the place where you can showcase your all your hard-earned accomplishments till date to potential professionals and visitors. But please don't exaggerate yourself in order to stand unique among others.

Interests:

It is under the additional information section of your LinkedIn profile which comprises of all the influencers and companies you follow and LinkedIn groups you've joined.

Interest allows you to connect with your visitors on a deeper and more personal level as it resembles that you have got a life outside of corporate world too which make people feel more comfortable to establish communication.

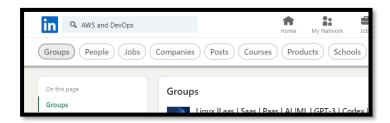
The influencers, companies, and the group you choose should be related to your niche as it will create a better environment for the target market to establish a connection with you.

Unlike other social media platforms, LinkedIn is a platform for professional networking so your profile needs to be polished such that it reflects your profession and can grab the attention of potential employers.

Now it's your turn to create a most compelling and professional LinkedIn profile with the help of the best practices discussed above for each and every section of your profile.

Groups

Add IT+(Your Path) groups and follow people famous in their fields. You can use LinkedIn search bar for this.

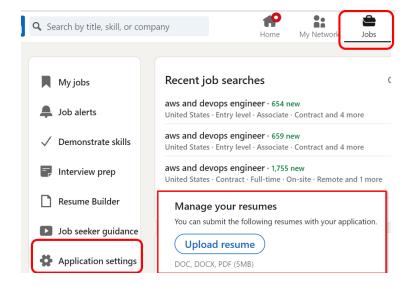


To apply for a job on LinkedIn using Easy Apply:

- 1. Click on the job title to view details.
- 2. Click the Easy Apply/Apply Now button at the top.
- 3. Enter the required information in the popup screens.
- 4. Click Review to review the application.
- 5. Click Submit application.

Uploading Resume

Tap jobs at the top of the page, then Application settings, then Upload resume.



To add and confirm a new email address:

- 1. Tap your profile photo, then Settings.
- 2. Tap and Sign in & security, then Email addresses.
- 3. Tap Add email address, then enter the email address.
- 4. Enter your LinkedIn password for confirmation.
- 5. Tap Submit.

Share media and marketing collateral.

The marketing collateral that you produce for your business can add an extra dimension to your own profile as well. Sharing case studies, white papers and other brand content helps to show what the business you work for is all about – and helps people understand what makes you tick. It demonstrates passion and commitment as well.

https://www.linkedin.com/learning/rock-your-linkedin-profile/see-your-profile-as-your-story?autoplay=true&resume=false

How to build All Star profile:

https://www.theinacademy.com/blog/all-star-linkedin-profile

LinkedIn Privacy and Security Settings

Turkish Link: Linkedin'de Güvenlik ve Gizlilik Ayarları Nasıl Yapılır?

https://www.youtube.com/watch?v=eb9Hb-spBHc

English Link: LinkedIn Privacy and Security Settings

https://www.youtube.com/watch?v=fT2wtp0-xAQ

Job Searching Platform Names, General, USA

- LinkedIn
- Indeed
- Glassdoor Jobs
- builtin.com
- Monster
- Dice
- Zippia
- Google for Jobs
- FlexJobs
- Ladders
- Getwork
- Snagajob
- AngelList
- ZipRecruiter
- Simply Hired
- CareerBuilder
- Snag (Formerly Snagajob)
- LinkUp
- Craigslist Jobs
- US.jobs
- Robert Half
- Job.com
- USAjobs.gov
- Angel.co
- Crossover
- Bairesdev
- Turing
- Fiverr
- Upwork
- ZipRecruiter
- SimplyHired
- CareerBuilder

Canadian Job Websites



- Alberta: jobs.alberta.ca
- † British Columbia: bcjobs.ca
- † Manitoba: mbjobs.ca
- New Brunswick: <u>newbrunswickjobs.ca</u>
- * Newfoundland: gov.nl.ca
- † Prince Edward Island: princeedwardisland.ca
- † Ontario: ontario.ca ↑ Quebec: <u>quebec.ca</u>
- Saskatchewan: saskatchewan.ca
- Northwest territories: gov.nt.ca
- Nunavut: gov.nu.ca
- Yukon: yukon.ca
- † General:- jobbank.gc.ca
- - indeed.ca
- † healthjustice.ca
- † ziprecruiter.com
- 📍 glassdoor.ca
- † ca.linkedin.com/jobs

Here are <u>#LinkedInTopCompanies</u> rankings in 35 countries around the world! These are people pinpoint companies where they can grow their careers and find opportunities that set them up for long term success. Lists are all data-backed, looking at stats like promotions within the company, ability to develop skills, gender diversity and ability for the employer to hang on to their talent.

USA: https://lnkd.in/gcfMZ6H8 Argentina: https://lnkd.in/TC22Argentina Austria: https://lnkd.in/TC22Austria Belgium: https://lnkd.in/TC22Belgium Brazil: https://lnkd.in/TC22Brasil Canada: https://lnkd.in/TC22Canada Chile: https://lnkd.in/TC22Chile Colombia: https://lnkd.in/TCColombia22 Denmark: https://lnkd.in/TC22DenmarkEN Egypt: https://lnkd.in/TCEgypt22 France: https://lnkd.in/TC22France Germany: https://lnkd.in/TC22Germany Ireland: https://lnkd.in/TCIreland22 Israel: https://lnkd.in/TC22Israel Italy: https://lnkd.in/TC22Italy Kenya: https://lnkd.in/TC22Kenya Mexico: https://lnkd.in/MexicoME22 Netherlands: https://lnkd.in/TC22Netherlands Nigeria: https://lnkd.in/TC22Nigeria Portugal: https://lnkd.in/TC22Portugal Saudi Arabia: https://lnkd.in/TCSaudi22 South Africa: https://lnkd.in/TC22SouthAfrica Spain: https://lnkd.in/TC22Spain Sweden: https://lnkd.in/TC22SwedenEN Switzerland: https://lnkd.in/TC22Suisse UAE: https://lnkd.in/TCUAE22

Remember to check Resume and LinkedIn are matching.

When you update your profile let your CMS mentor know so to check and proofread it.

Have a nice day.

UK: https://lnkd.in/TC22UK