

Basic Guide for Getting Started on LinkedIn

What is LinkedIn?

- Professional networking site
- Can think of this as a more detailed online resume
- Way for you to establish professional contacts, keep in touch, search for jobs, join groups to get updates on topics that interest you, request informational interviews, and be found and contacted by recruiters
- Using the site is free for all of the basic features

Creating a Profile

- Go to www.linkedin.com
- You will need an email address to register
- Quickest way to start is by importing your resume; it will auto-fill
- Title: a few words about how you want to identify yourself (i.e. job seeker, warehouse professional)
- Summary: key things you want an employer to know about you (professional!)
- Experience: use your resume as a cheat sheet, can have same bullet points, reverse chronology
- Education
- Add a picture (optional)

“Linking” to People (adding people to your network)

- Use search function (or Advanced), find who you want, and click “Add to network”
- Indicate how you know them (if other, have to enter email address)
- Once you are Linked to someone, you can view their connections and send them messages

Joining Groups

- Go to the “Groups” tab at the top

- Can search for groups or go to “Groups You May Like”
- Once you join groups, you can receive discussion updates and/or relevant job postings by email

Finding Jobs

- Go to “Jobs” tab at the top of the page
- Can apply online and your profile is included with your application
- Can “follow” companies, which can give you updates about new jobs

Recommendations

- Go to the “Profile” tab at the top of the page and click on “Recommendations”
- Will show list of your past jobs; click on “ask to be endorsed”
- Select from your connections (you must already be connected to the people you ask to endorse you)

For More Information

- LinkedIn New User Guide: <http://learn.linkedin.com/new-users/>