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Objectives

By the end of class, learners will be able to:

- Create a LinkedIn account.
- Enter information into their profiles.
- Network with at least one LinkedIn member.

Introduction

LinkedIn proves it's what you know, and who you know, that allows you to navigate your way in the work world. The goal of LinkedIn is to “help you to be more effective in your daily work and open doors and opportunities using the professional relationships you already have.”

Benefits

- Make yourself known to others who are in your industry.
- Help with your job search.
- Conduct research about companies using LinkedIn's company profiles.
- Connect with people from an alumni association or a past job via groups.
- Promote your company.
- Find customers.
- Recruit employees via your LinkedIn connections.

Joining

World's Largest Professional Network

File Edit View Favorites Tools Help

Google nkedin Search More » 12k Organ amazon Today's Deals Top Ten Wish List Price Compare Search Amazon Cloud Player Cloud Drive

Suggested Sites Free Hotmail Web Slice Gallery

LinkedIn

Email Password Forgot your password? Sign In

Be great at what you do.



"I haven't made a cold call since 2005 thanks to LinkedIn."
Kendra Ramirez – Social Media Strategist at ABR

Get started – it's free.
Registration takes less than 2 minutes.

First Name
Paula

Last Name
Patron

Email
ppatron1050@dglibrary.org

Password (6 or more characters)
●●●●●●

Join Now By clicking "Join Now" or using LinkedIn, you agree to our [User Agreement](#) and [Privacy Policy](#).

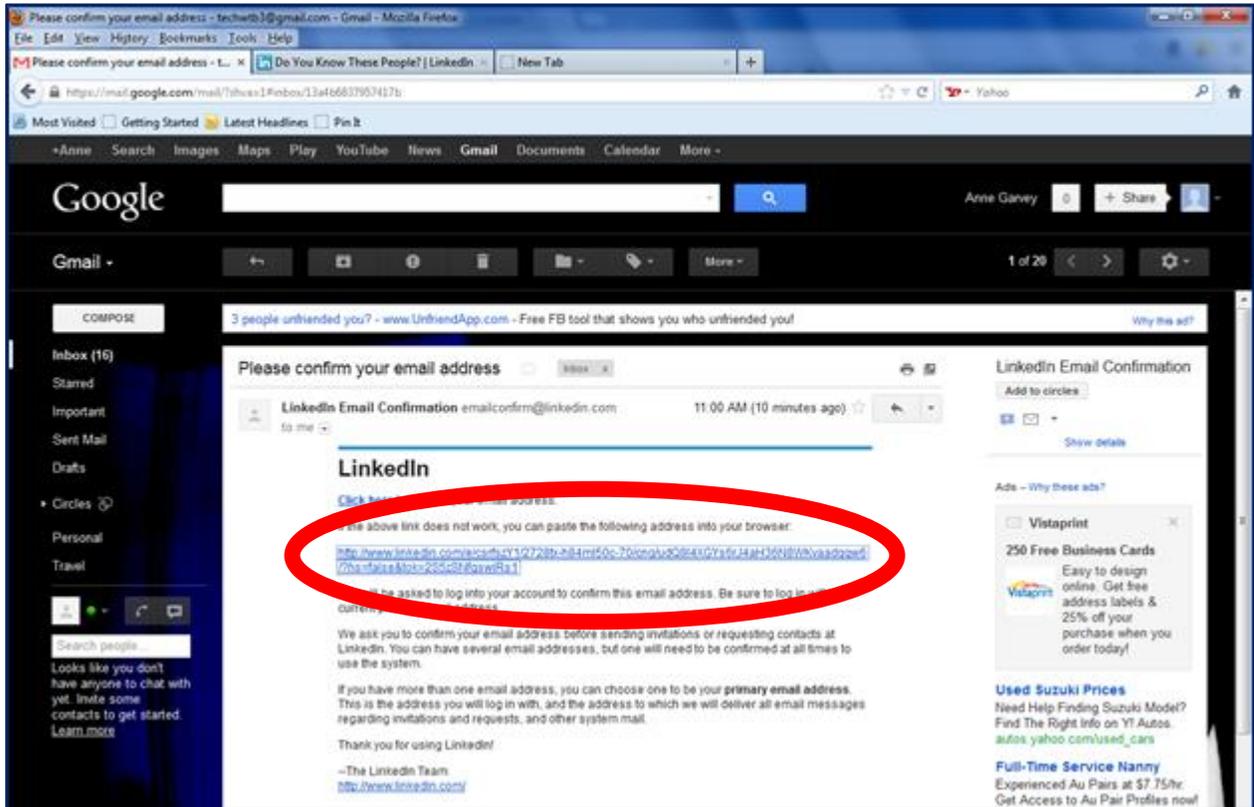
Find a colleague: First Name Last Name Search

LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) more Browse members by country

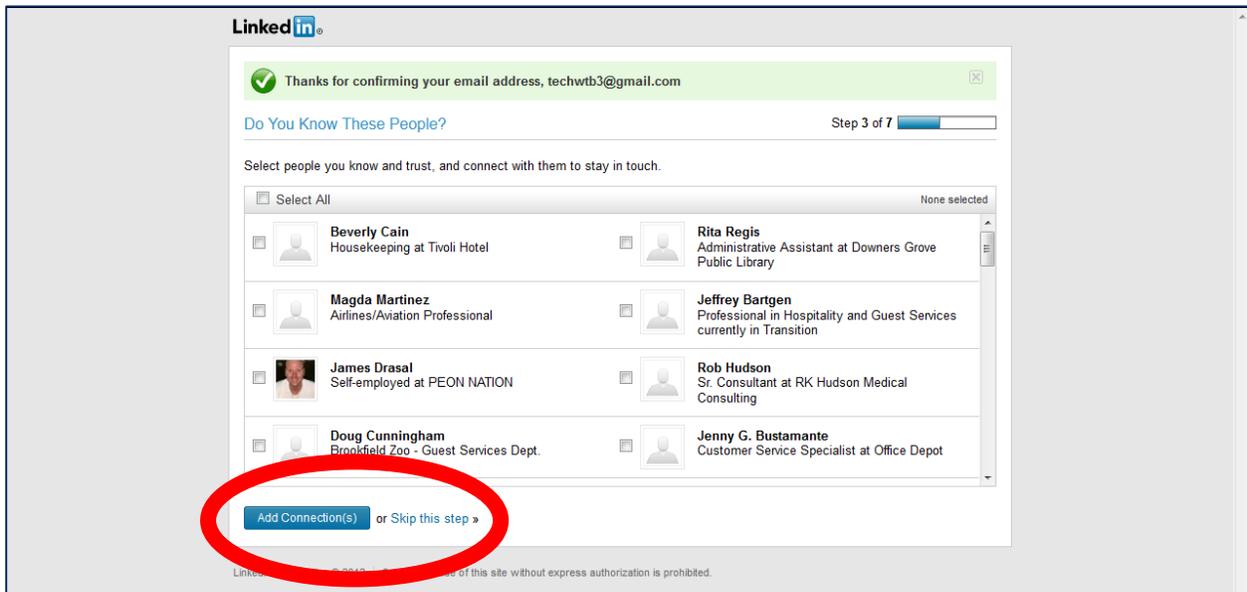
[Help Center](#) [About](#) [Blog](#) [Careers](#) [Advertising](#) [Recruiting Solutions](#) [Tools](#) [Mobile](#) [Developers](#) [Publishers](#) [Language](#) [SlideShare](#)

1. Complete the form.
2. Write down your password.
3. Click **Join Now**
4. Log into the email account you used to sign into LinkedIn.

LinkedIn Overview—continued



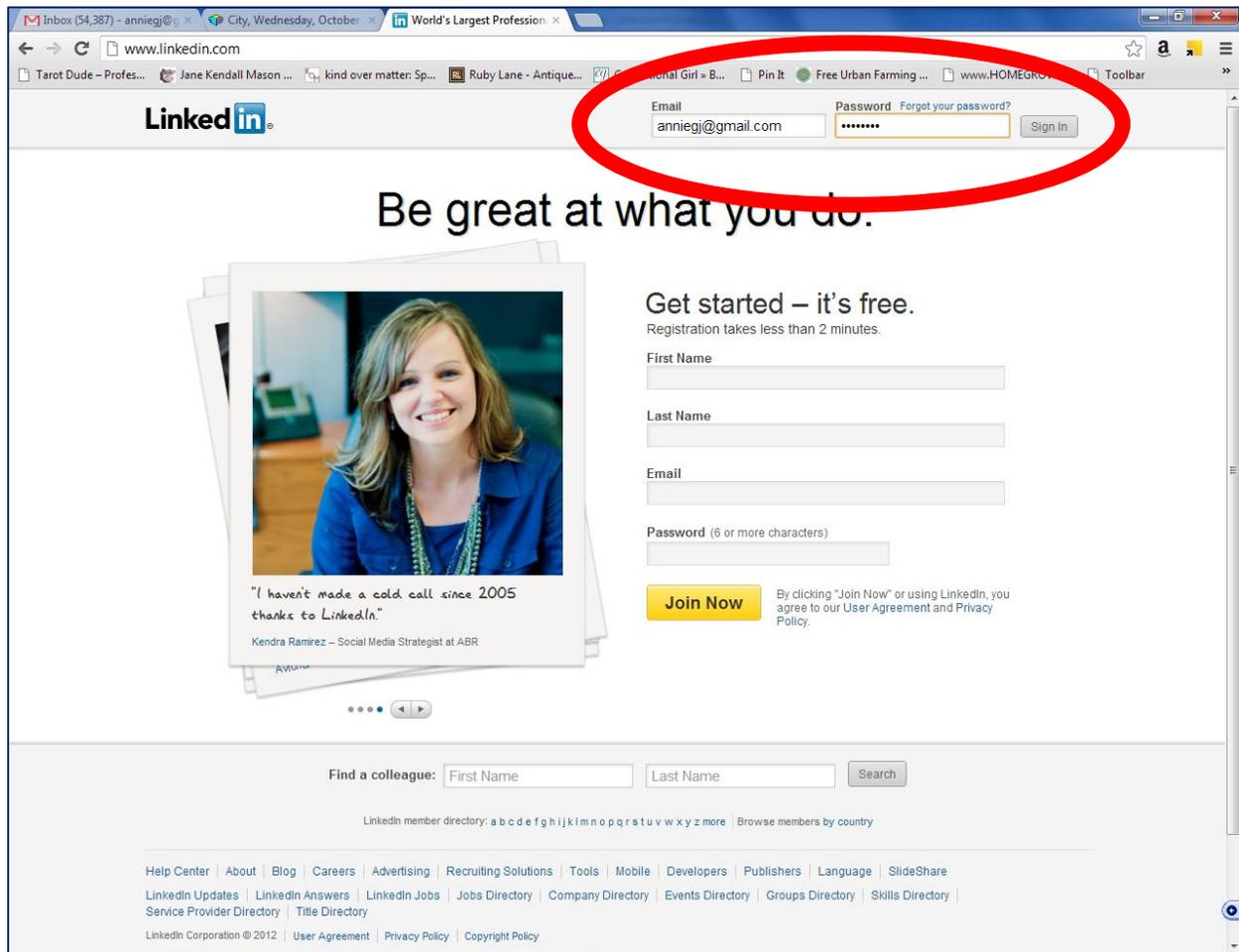
5. Click the link that is included in the email.

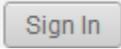


6. If you know any of these people, click in the box next to their name(s).

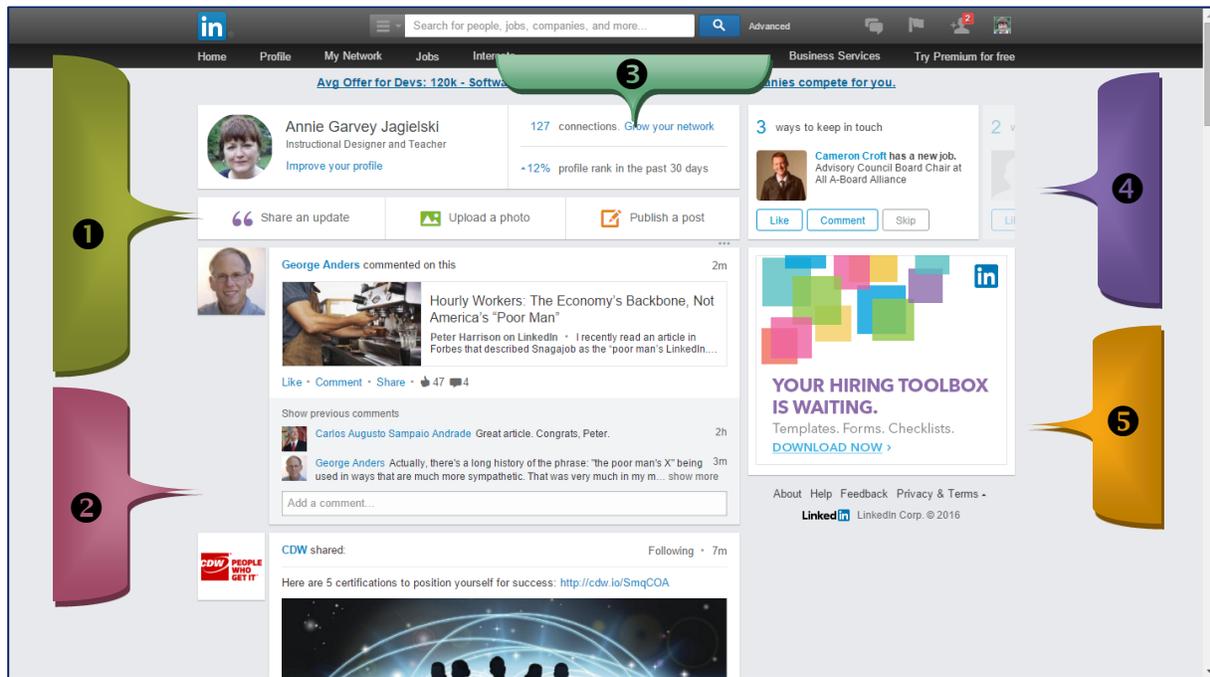
7. Click  or click **Skip this step.**

Logging In



1. In the box at the top right of the screen, type your email address.
2. Type your LinkedIn password. It will appear as dots.
3. Press the **Enter** key on the keyboard or click 

Viewing Your Home Page



- 1 Share an update, upload a photo, or publish a post. This is a feature that allows you to share your thoughts with your network. *It's a way to be recognized as an expert in your field.*
- 2 LinkedIn news
- 3 Statistics of people who recently viewed your profile
- 4 News about people in your network and suggestions of people you might know
- 5 Targeted ads



Home	The home page appears when you log in. See the previous page.
Profile	<ul style="list-style-type: none"> • Edit Profile • Who’s viewed your profile \$\$—results are limited. You’ll have to pay to see this if the viewer wishes to remain anonymous. • Your Updates, that, is your activities
My Network	<ul style="list-style-type: none"> • Connections • Add Contacts • People You May Know • Find Alumni
Jobs	You can search for jobs. If you wish to do a targeted search, you’ll need to upgrade to premium.
Interests	<ul style="list-style-type: none"> • Companies • Groups • Pulse—insights you need to know • Education • Slide Share. This is a program where you share presentations. It’s free; however, you must create a separate account. • Online Learning: Lynda.com (Access Lynda.com from the Downers Grove Public Library dglibrary.org with your library card and get FREE training.

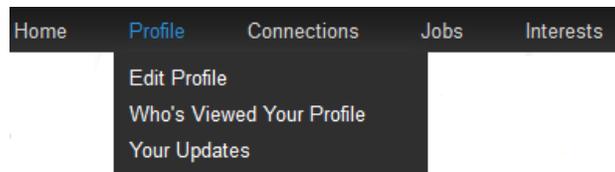
Creating Your Profile

Your profile page lists your background, skills and credentials. According to LinkedIn, “Users with complete profiles are **40 times more likely** to receive opportunities through LinkedIn.”

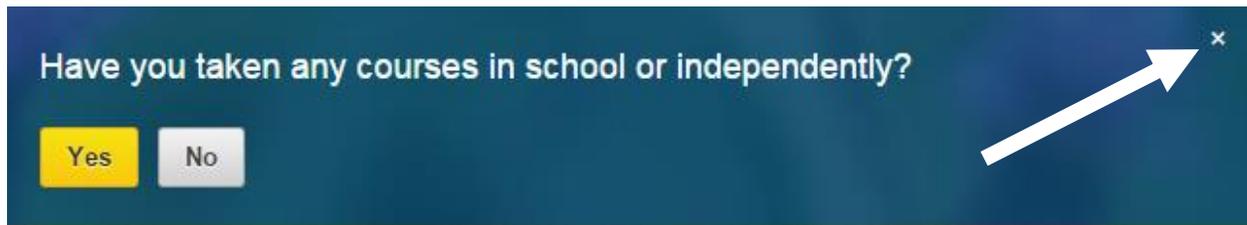
Here’s what LinkedIn considers complete:

- Your industry and location
- An up-to-date current position (with a description)
- Two past positions
- Your education
- Your skills (minimum of 3)
- A profile photo
- At least 50 connections. LinkedIn will only show 500 connections.

Editing Your Profile Page



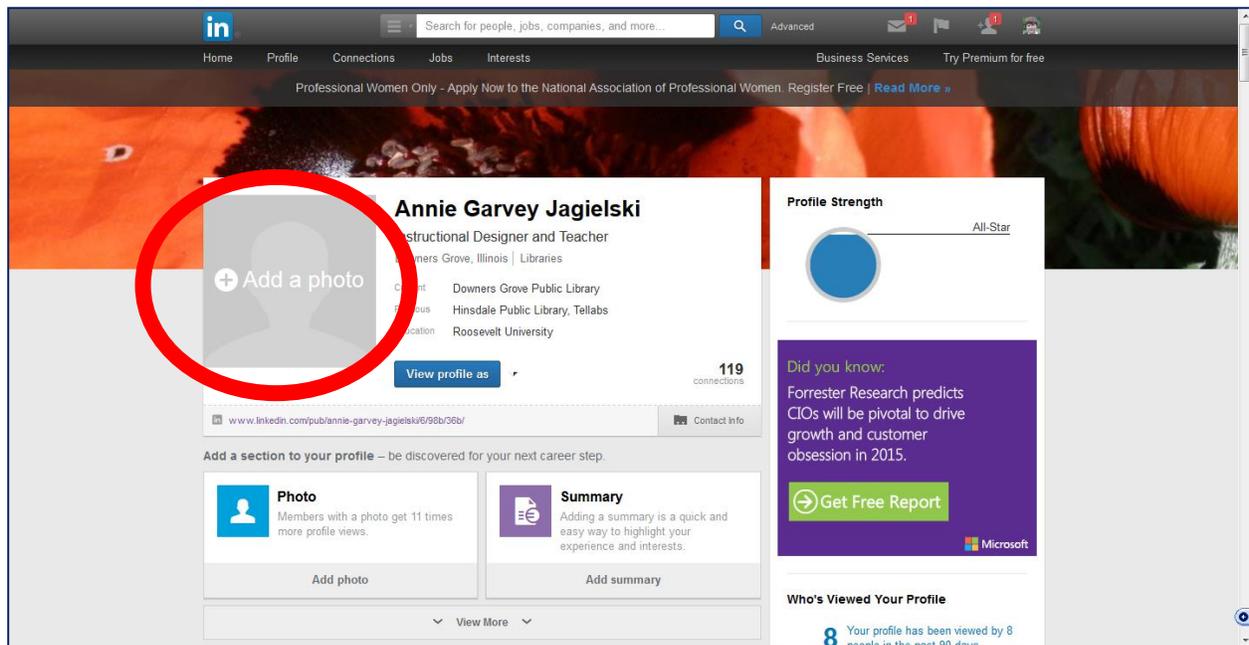
Click **Profile/Edit Profile** from the menu bar.



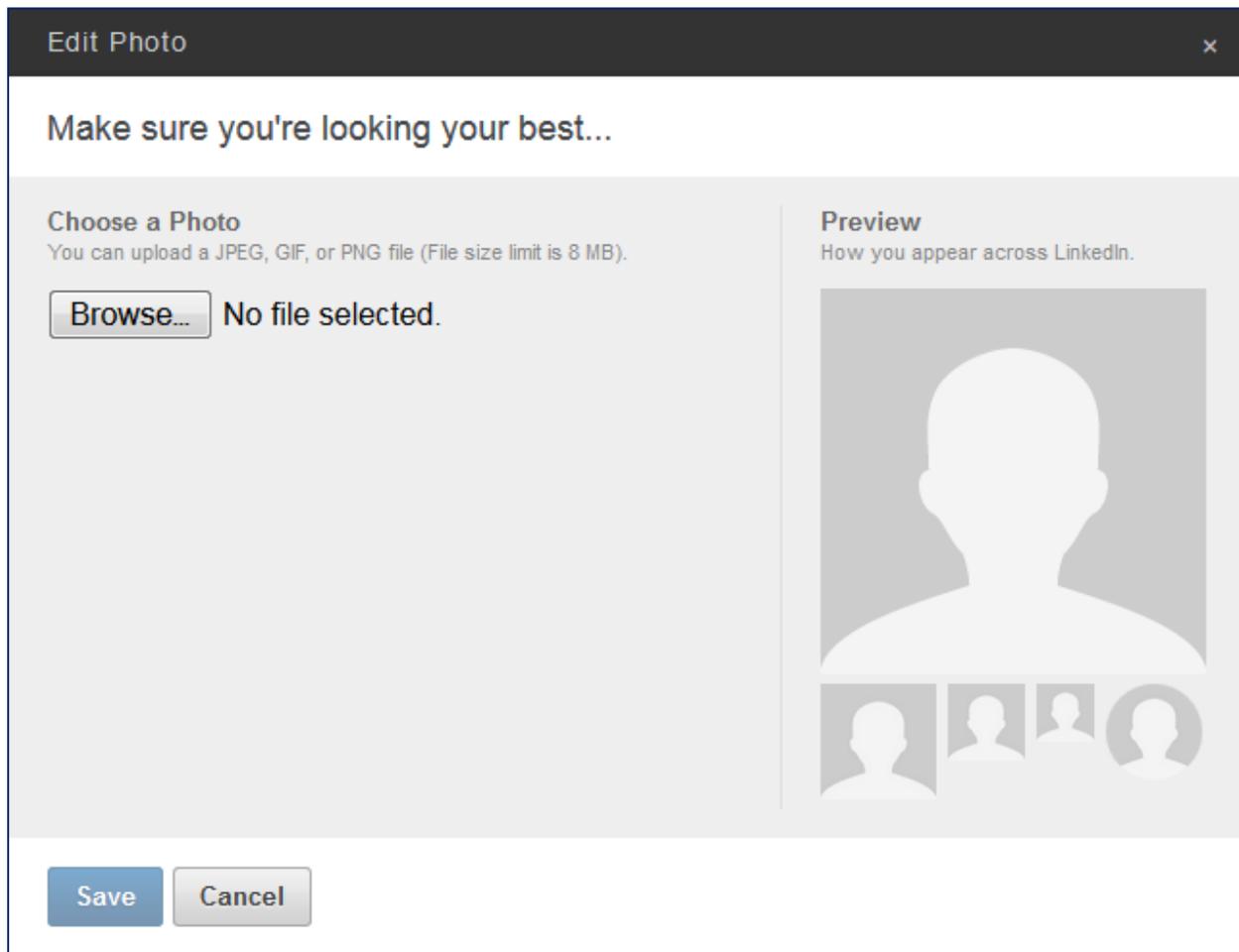
Prompts that help you complete your profile appear at the top. You may have to click or or type in a box. To dismiss these prompts, click the x on the top right of the screen.

Adding a Photo

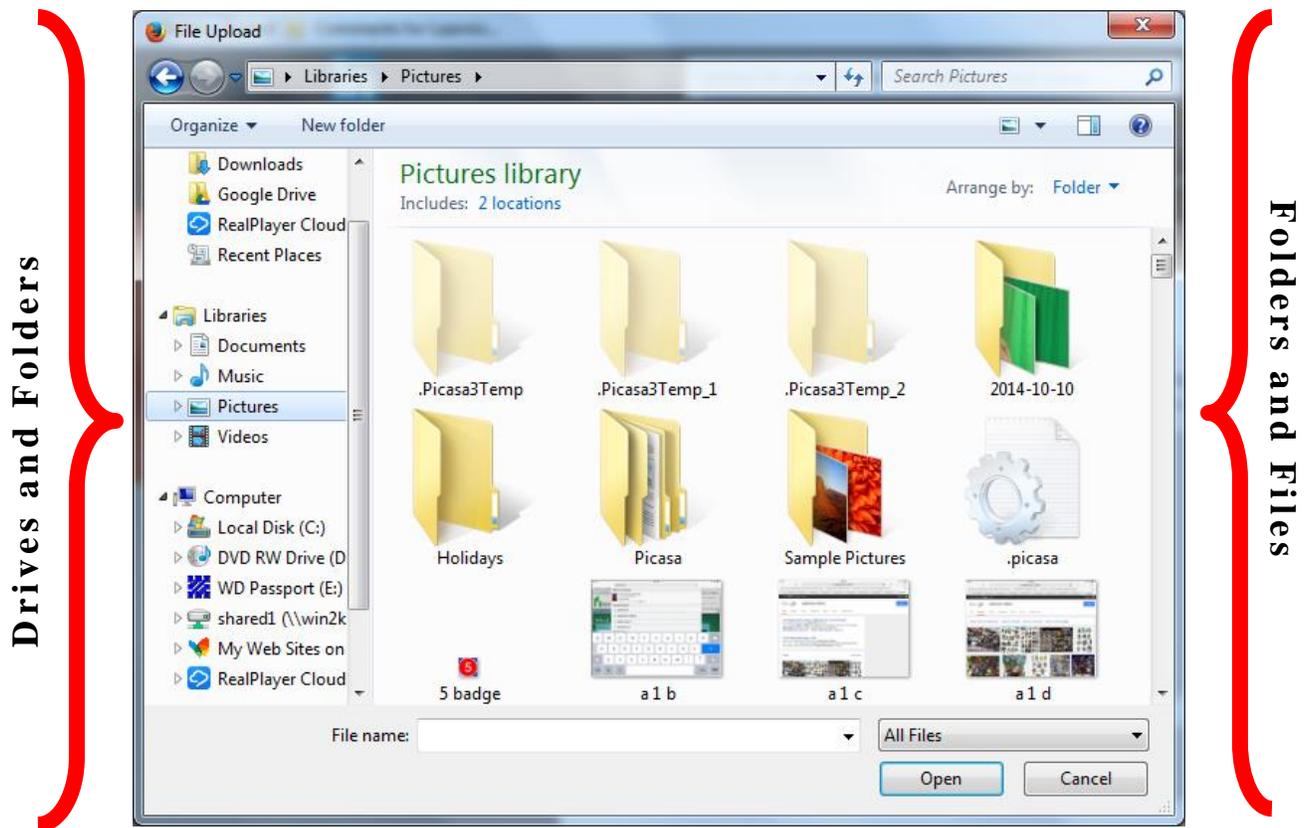
The photo should be a photo of you, not of your cat or your hamster. Part of LinkedIn is promoting your brand—YOU are the brand.

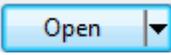


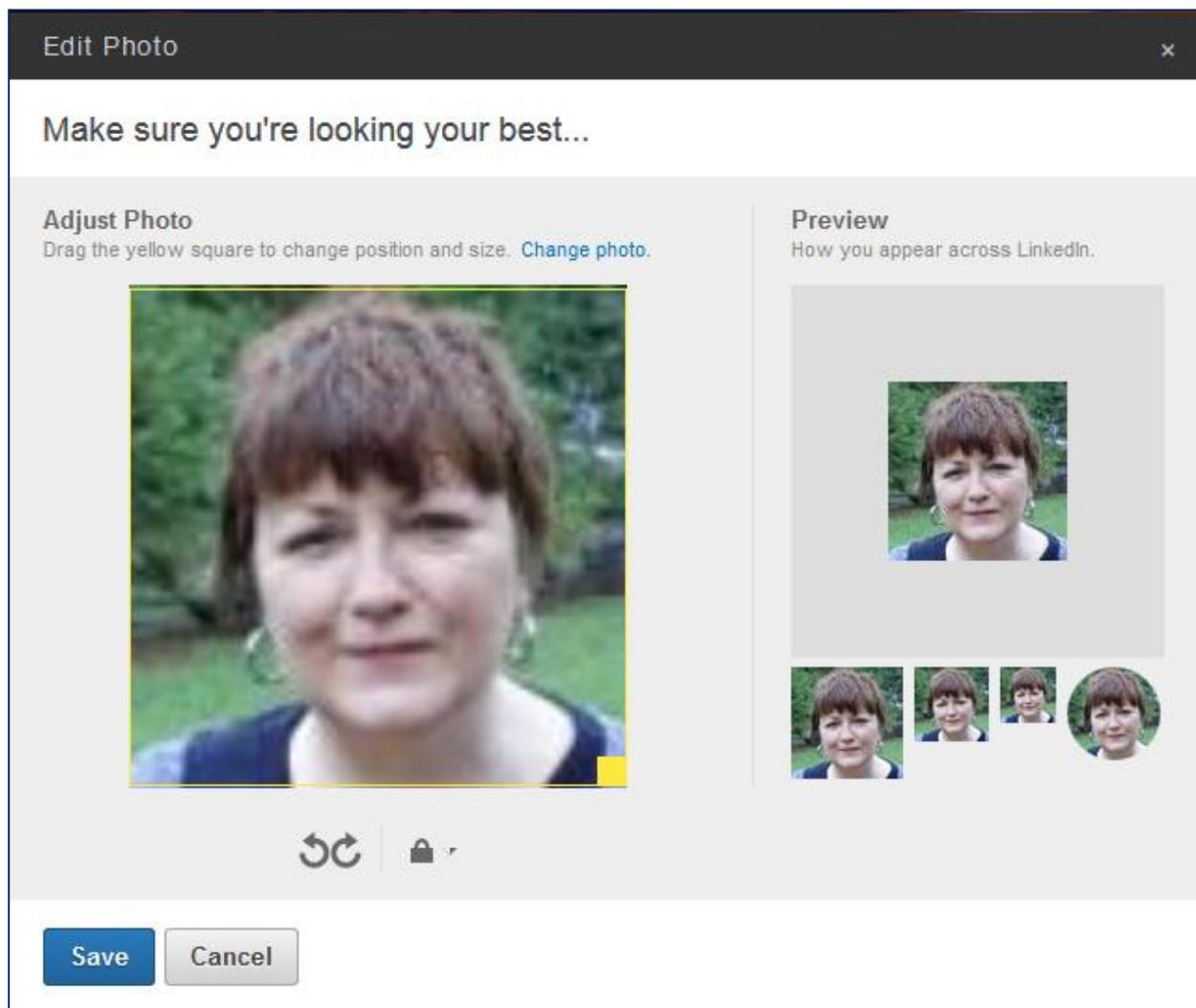
1. Click *Add a Photo*.



2. Click **Browse...**



3. Locate the picture and click it. You can upload a .jpg, .gif or ping file that's up to 4MB large.
4. Click 

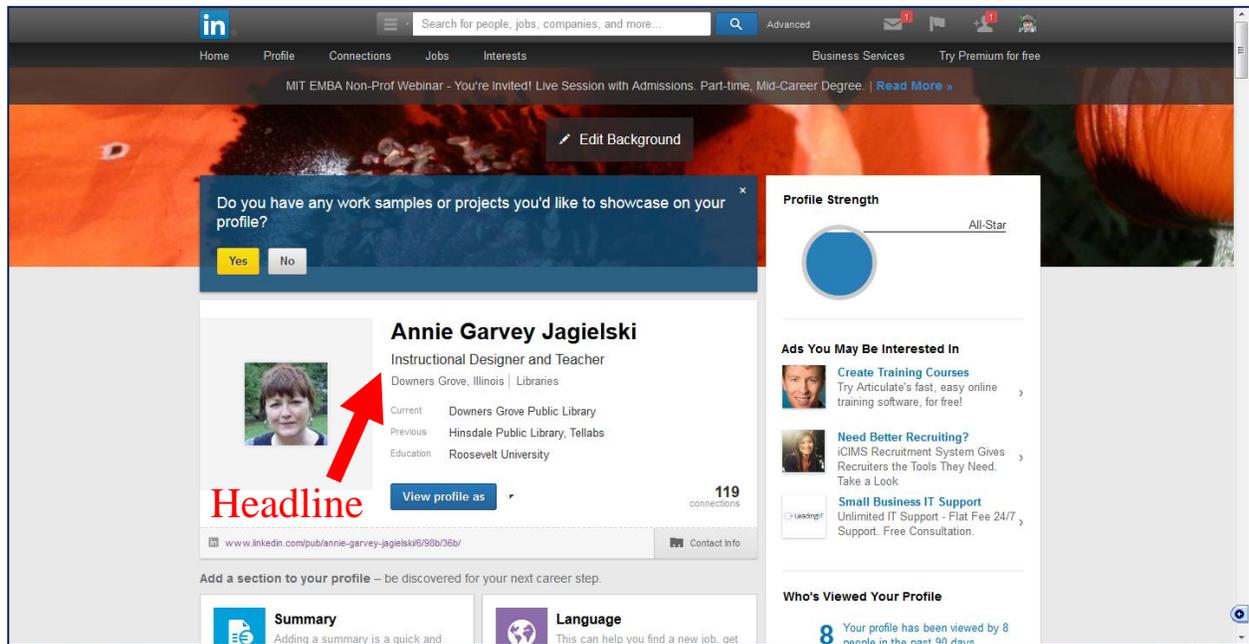


5. You can crop the photo, if you wish. After you're finished, click 



A grainy image taken with your cell phone or your high school yearbook photo is not an appropriate profile picture. Your profile picture should reflect your personality, be inviting, and look professional.

LinkedIn Overview—continued



6. You can also change your background photo. Click

[Edit Background](#)

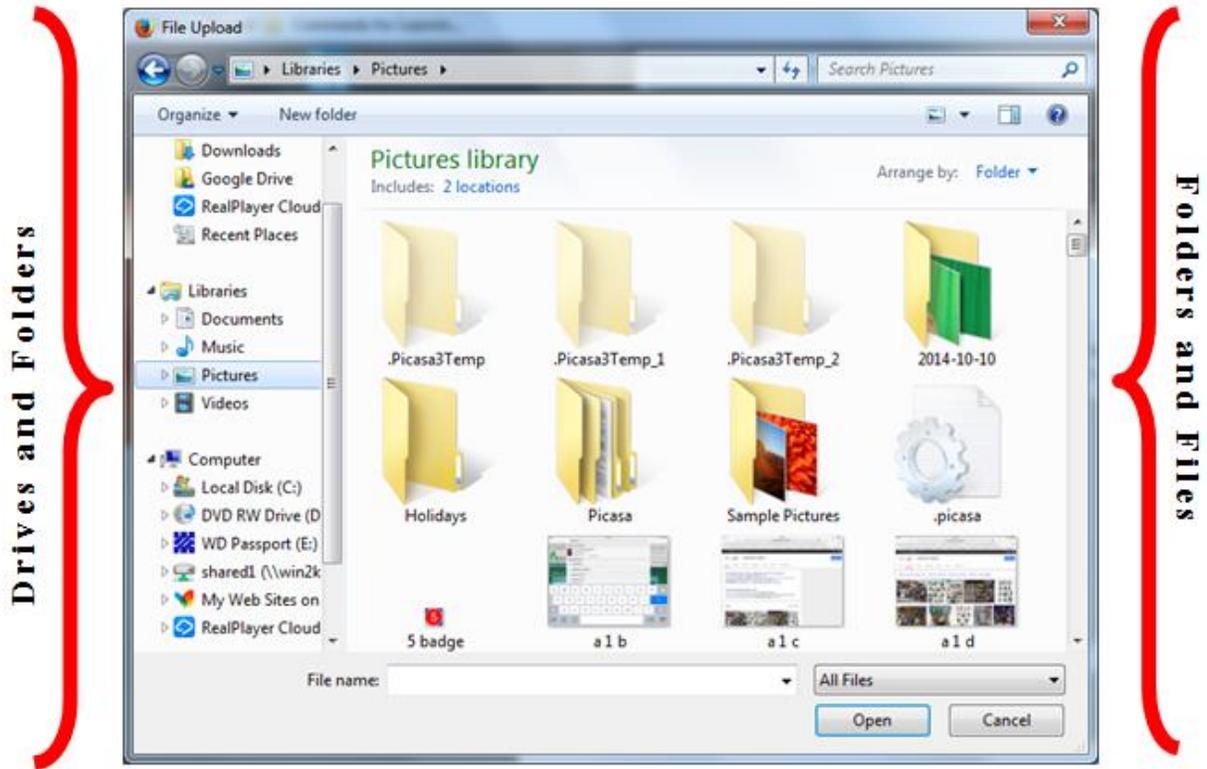
Save

Change Image

Remove Image

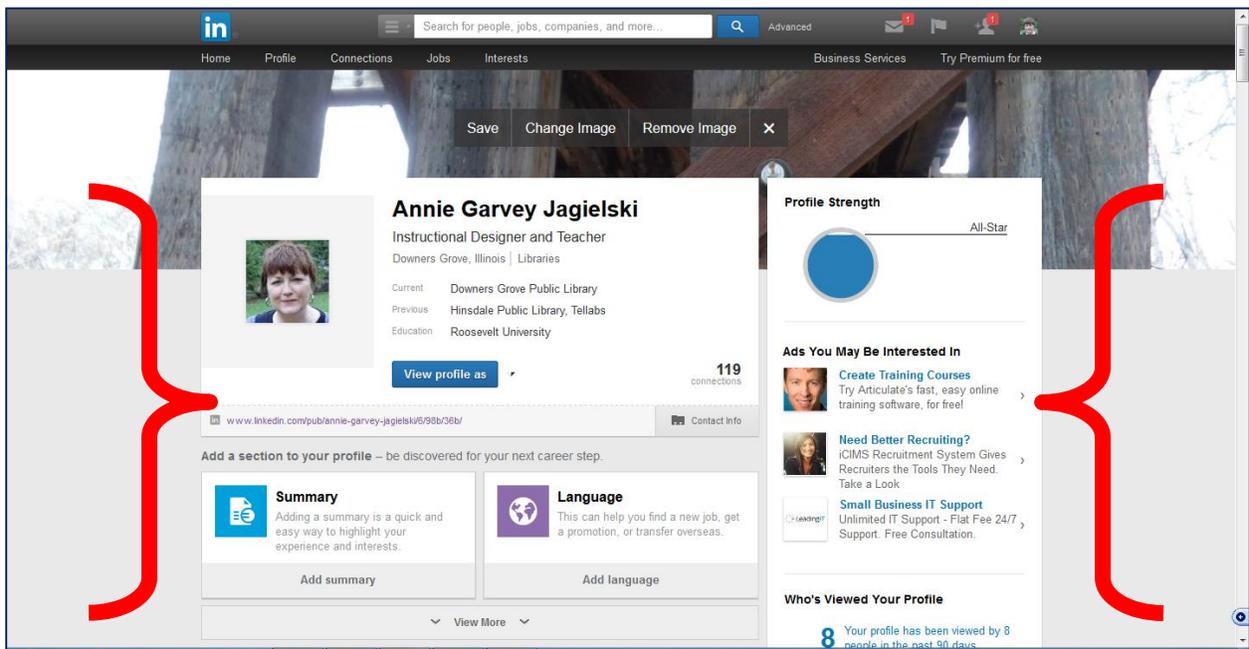
×

7. Click **Change Image**.

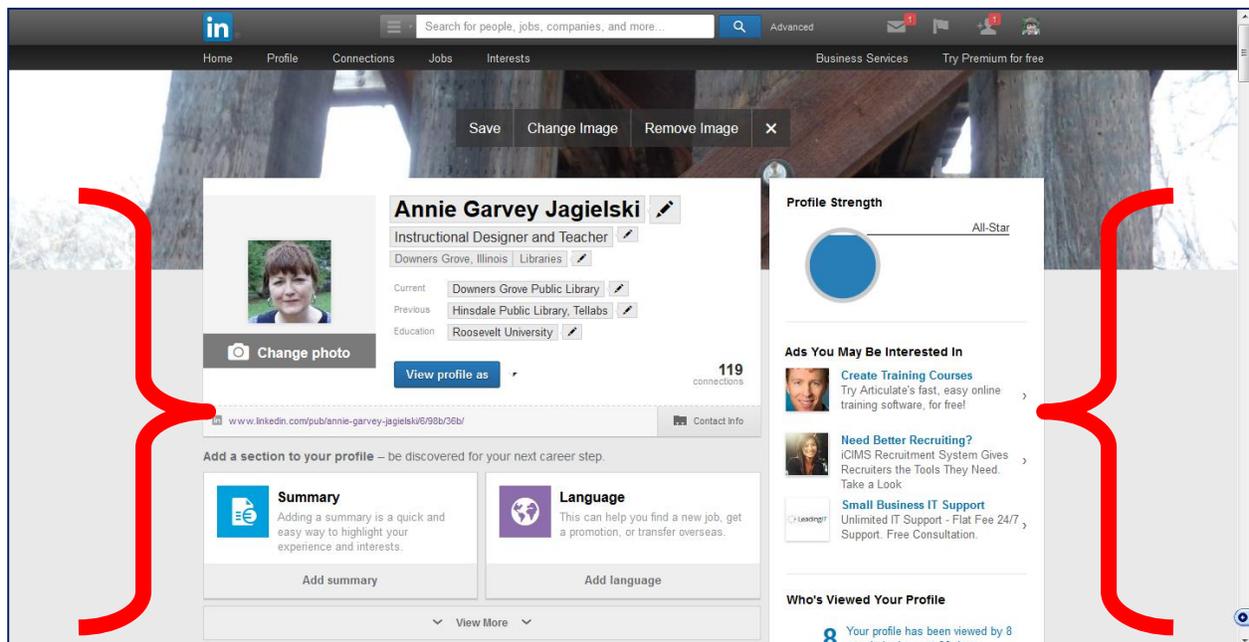


8. Locate the picture and click it. Note: You cannot reposition the picture.

9. Click 



Writing Your Headline

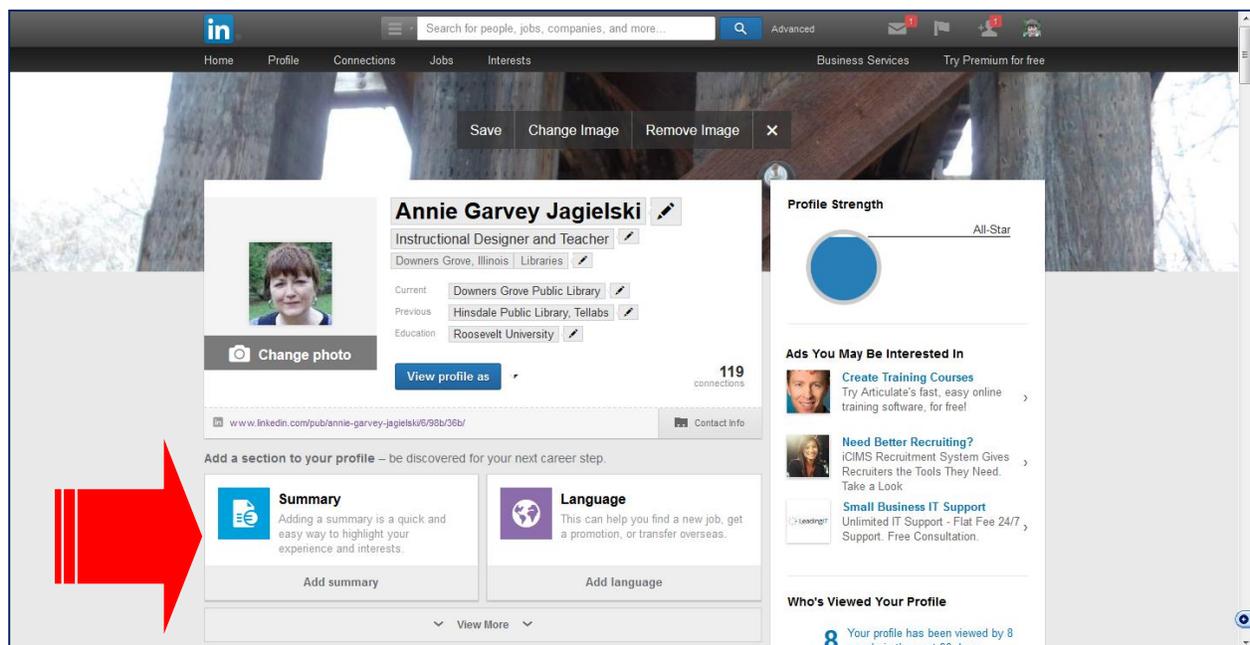


To edit your profile, hover over your name, your headline, etc., until you see a pencil . Click the pencil to edit it.

Your headline gives you a way to sum up your professional identity in a short phrase. When you create your account, LinkedIn provides a headline for you. You may want to write your own.

If you're looking for a job, here's the place to highlight it. Make your headline, for example, "I'm looking for a job as an administrative assistant. Do you know anyone who is hiring?"

Creating Your Summary



Click **Add summary**

In this section you summarize your work experience. You should select one industry to highlight because recruiters usually search for keywords on the summary section of a profile. *The summary should be written in first person so that you engage your target audience.* LinkedIn also prefers that your summary be three paragraphs long. The first paragraph explains who you are, the second paragraph describes the value you can provide, and the third paragraph should be personal and humanizing.

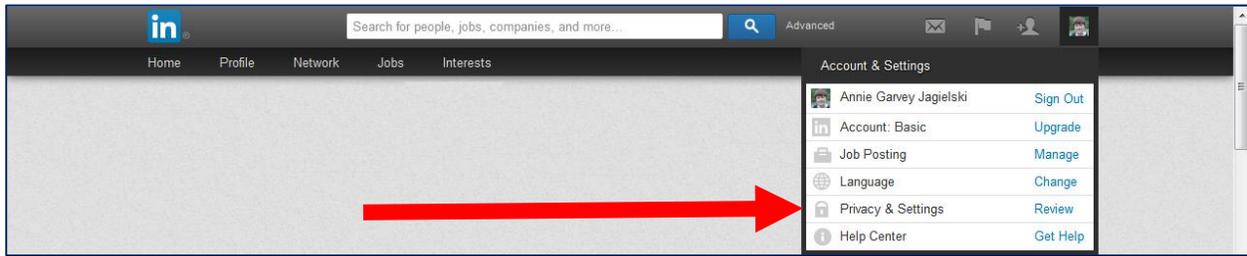


You can also upload videos!

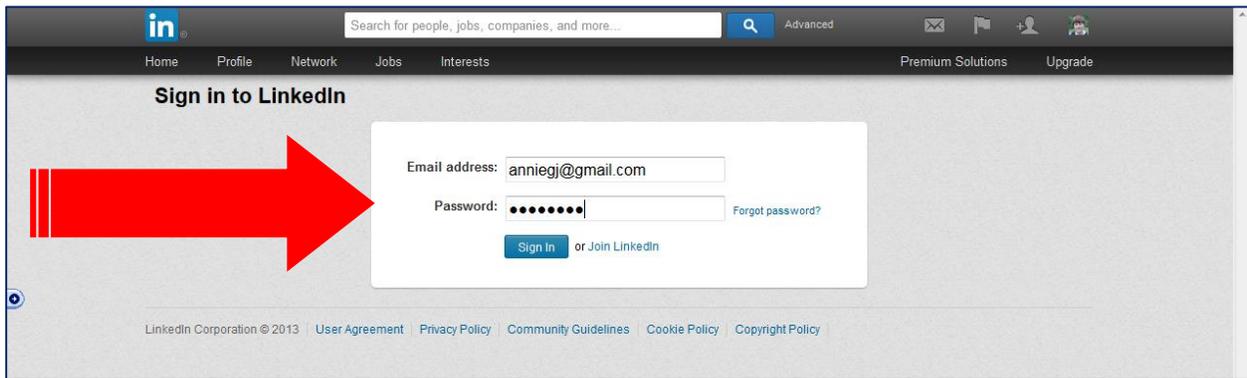
Here are some great links about writing summaries:

- *3 Stunningly Good LinkedIn Profile Summaries*
<http://www.linkedininsights.com/3-stunningly-good-linkedin-profile-summaries/>
- *How to Write a Killer LinkedIn Summary*
<http://mymarketability.com/blog/how-to-write-a-killer-linkedin-summary>
- *How to Create a LinkedIn Profile That Really Connects*
<http://www.cbsnews.com/news/how-to-create-a-linkedin-profile-that-really-connects/>

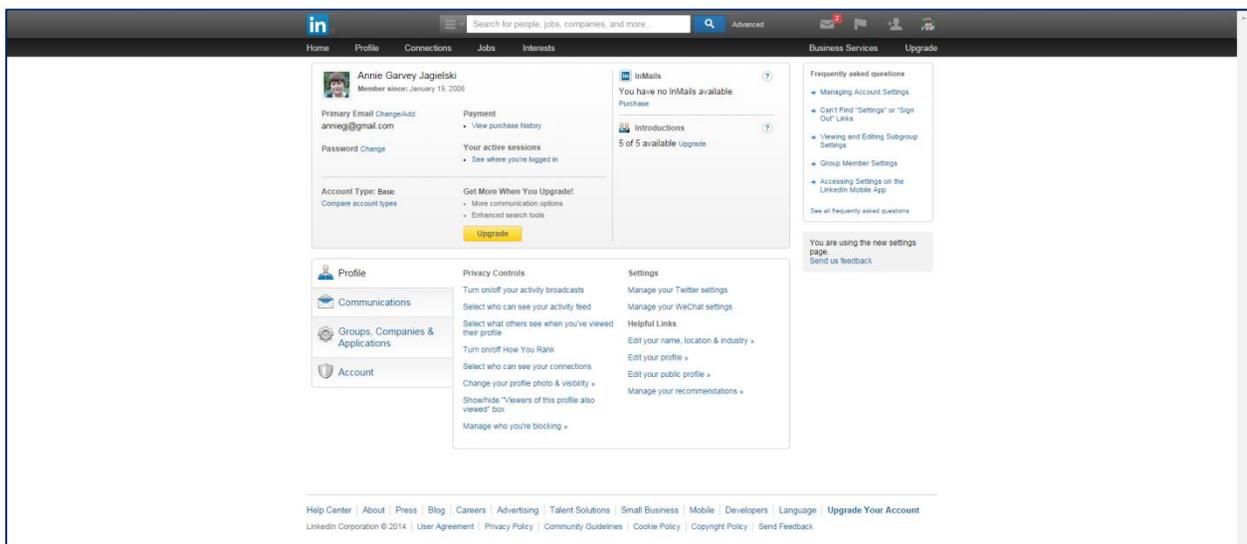
Changing Settings



1. Click your picture.
2. Click **Privacy & Settings** from the drop-down menu.



3. For security reasons, you'll have to sign into LinkedIn again.
4. Type your password.
5. Click 



From this page, you can change your email, upgrade to a paid account, and buy InMails and Introductions.

InMails

InMails are messages you can send directly to another LinkedIn member you're not connected to. Any member can purchase an InMail, or you can get them with a premium account.

Introductions

Introductions let you contact members in your extended network through the people you know. If you want to contact someone who is two or three degrees away from you, you can request an introduction through one of your connections. Your connection will, in turn, decide whether to forward your message on to the desired recipient (if in your 2nd degree network) or on to a shared connection (if in your 3rd degree network).

- All LinkedIn members (even those with free accounts) have a certain number of introductions they can request. Compare account types to see how many introductions your account gets.
- Introductions expire after 6 months if the receiver doesn't respond.
- Once the member accepts your introduction, you can exchange information and do business.
- You won't become 1st degree connections unless one of you invites the other to connect and the request is accepted. It is recommended that you only connect with those you know and trust.

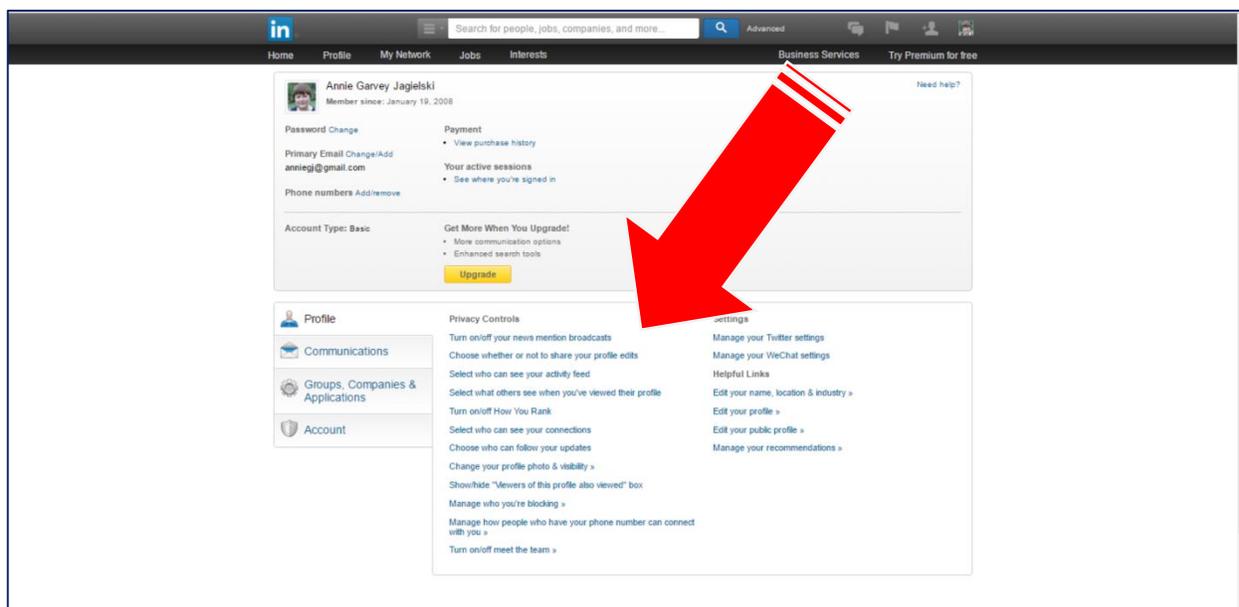
Here's how to ask for a LinkedIn Introduction:

https://help.linkedin.com/app/answers/detail/a_id/1959/~/requesting-an-introduction

Visit these websites for more information about LinkedIn Introductions:

- How to Ask for a LinkedIn Introduction--And Get One
<http://www.forbes.com/sites/nextavenue/2013/07/16/how-to-ask-for-a-linkedin-introduction-and-get-one/>
- Read This Before You Ever Send Another LinkedIn Introduction Request
<http://wealthmanagement.com/commentary/read-you-ever-send-another-linkedin-introduction-request>
- How to Accept and Forward LinkedIn Introduction Requests
<http://www.dummies.com/how-to/content/how-to-accept-and-forward-linkedin-introduction-re.pageCd-storyboard,pageNum-5.html#slideshow>

Profile



Click on the blue text to change settings and to edit your profile. Here are some that you may want to look at:

- *Turn on/off your new mention broadcasts:* Leave this on.
- *Turn on/off your activity broadcasts:* **IMPORTANT!** If you are employed and activity looking for a new job, turn off your activity broadcasts. Also, if you're making many changes to your profile, you'll probably want to turn the activity broadcasts off temporarily.
- *Select who can see your activity feed:* Select Everyone, Your Network, Your Connection, or Only You.
- *Select what others see when you've viewed their profile:* See page 24.
- *Select who can see your connections:* Select either Your Connections or Only You. Pratt recommends that you select Only You.
- *Manage how people who have your phone number can connect with you:* Choose My 1st-degree connections only.
- *Turn On/off Meet the Team:* This feature is connected to job postings. If you respond to a job posting, you'll be able to see other people on LinkedIn who work at the company that posted the job and who have similar job responsibilities.

Communications

The screenshot shows the LinkedIn account settings page for Annie Garvey Jagielski. The page is divided into several sections. At the top, there is a navigation bar with the LinkedIn logo and a search bar. Below the navigation bar, the user's profile information is displayed, including the name, member since date, and a 'Need help?' link. The main content area is divided into two columns. The left column contains links for 'Password Change', 'Primary Email Change/Add', 'Phone numbers Add/remove', 'Account Type: Basic', and 'Profile'. The right column contains links for 'Payment', 'Your active sessions', 'Get More When You Upgrade!', 'Emails and Notifications', 'Member Communications', and 'LinkedIn Communications'. The 'Communications' section is highlighted with a red arrow. The footer contains links for 'Help Center', 'About', 'Careers', 'Advertising', 'Talent Solutions', 'Sales Solutions', 'Small Business', 'Mobile', 'Language', 'Upgrade Your Account', and 'Send Feedback'.

- *Set the frequency of emails:*
 - Messages from other members
 - Updates and news
 - Group digests
 - Notifications
 - Messages from LinkedIn: If you are looking for a job, change “Receive email alerts for jobs you may be interested in” to Daily Mail.
- *Select the types of messages you prefer to receive*
- *Select who can send you invitations*

Groups, Companies & Applications

 Profile	Groups Select your group display order » View your groups » Set the frequency of group digest emails Turn on/off group invitations Turn on/off notifications when joining groups	Applications View your applications » Add applications » Privacy Controls Turn on/off data sharing with 3rd party applications
 Communications		
 Groups, Companies & Applications		
 Account	Companies View companies you're following »	

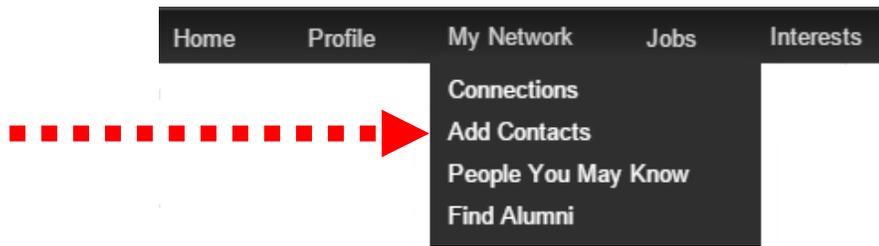
- *Turn on/off data sharing with 3rd party applications:* Turn this off.

Account

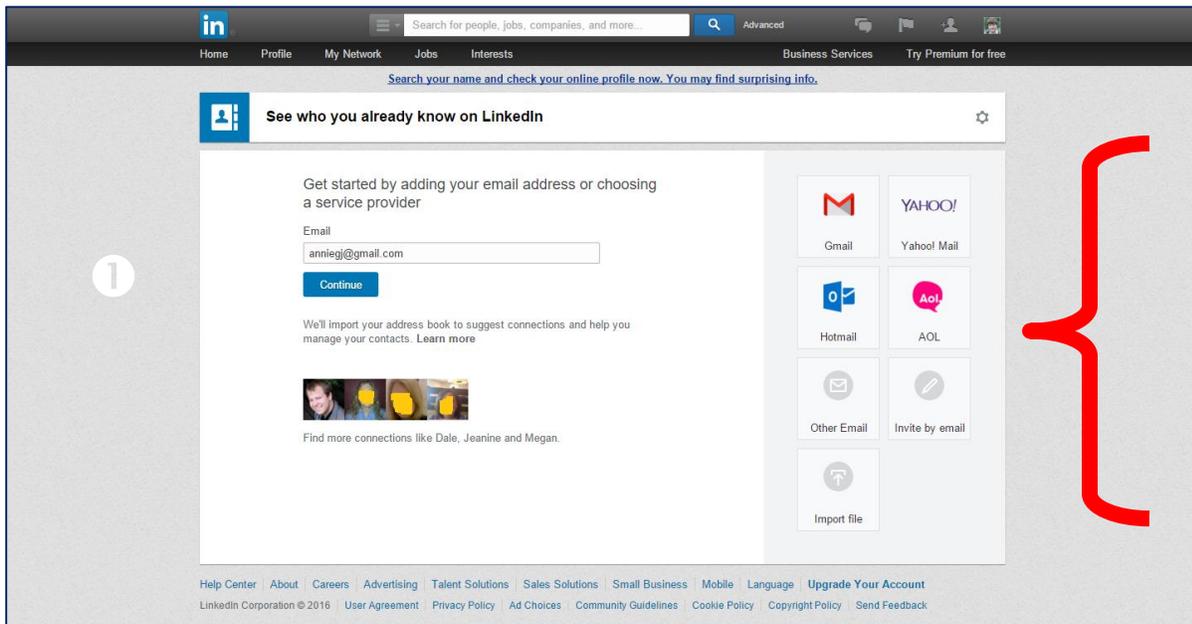
 Profile	Privacy Controls Manage Advertising Preferences	Email, Phone & Password Add & change email addresses
 Communications	Settings Change your profile photo & visibility » Show/hide profile photos of other members	Manage phone numbers Change password
 Groups, Companies & Applications	Customize the updates you see on your home page Select your language	Helpful Links Upgrade your account » Request an archive of your data »
 Account	Manage security settings	Close your account »

- *Manage Advertising Preference*
- *Manage security settings*
- *Add & change email addresses*
- *Manage phone numbers*
- *Change password*

Connecting with Colleagues



1. An easy way to connect to colleagues is to allow LinkedIn access to your email contacts. Click *My Network*.
2. Click *Add Contacts*.



3. Click your email provider.
4. Watch the screen.



Only connect to individuals that you know because:

- Connecting to them gives them access to your connections.
- You may be asked to give referrals.
- LinkedIn may restrict your account if you try to connect to too many people who say they don't know you.

Searching for Connections Using Simple Search

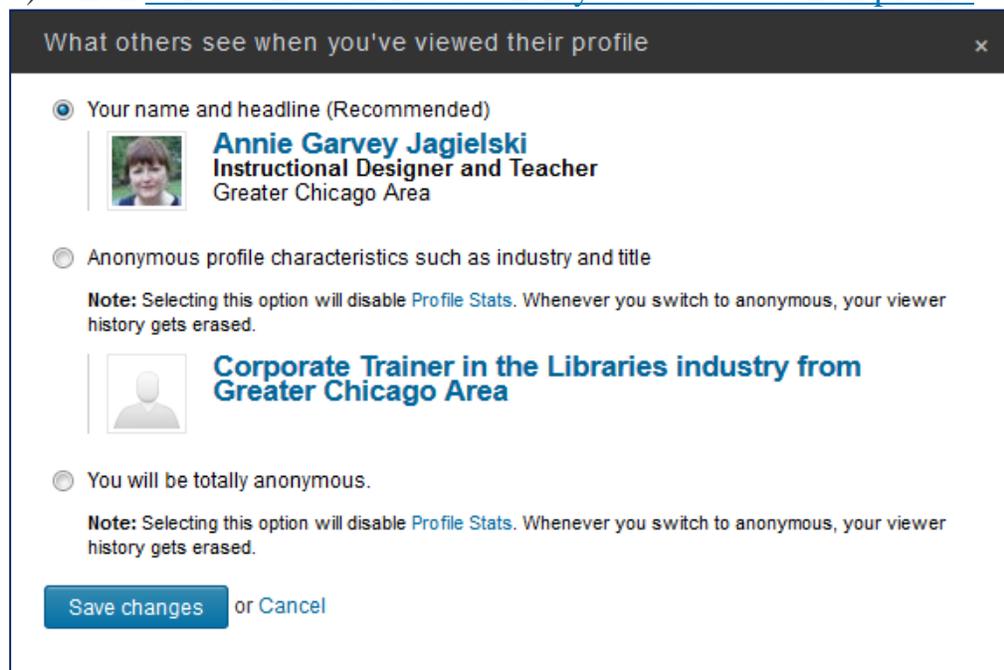


1. Click the search box.
2. Type a keyword or an individual's name.



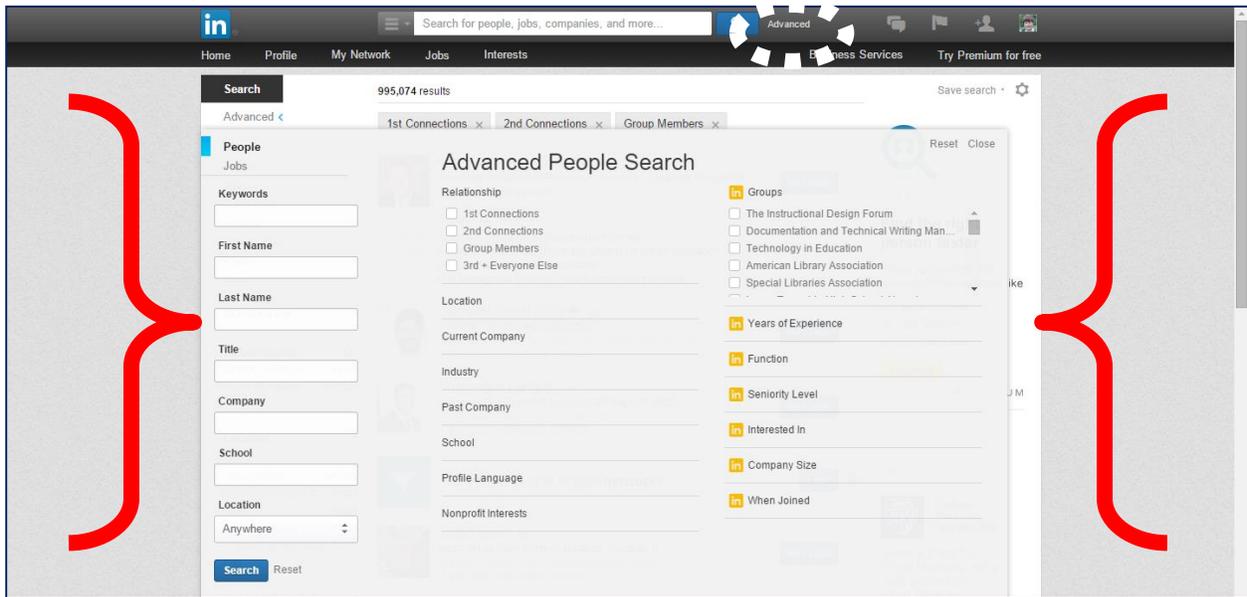
If you access someone's LinkedIn page, he/she will know it unless you view the profile anonymously. To turn on this feature, do the following:

- a) Move your cursor over your profile photo in the top right of your homepage and click **Privacy & Settings**. For verification purposes, you will be prompted to sign in again.
- b) Click [Select what others see when you've viewed their profile](#).

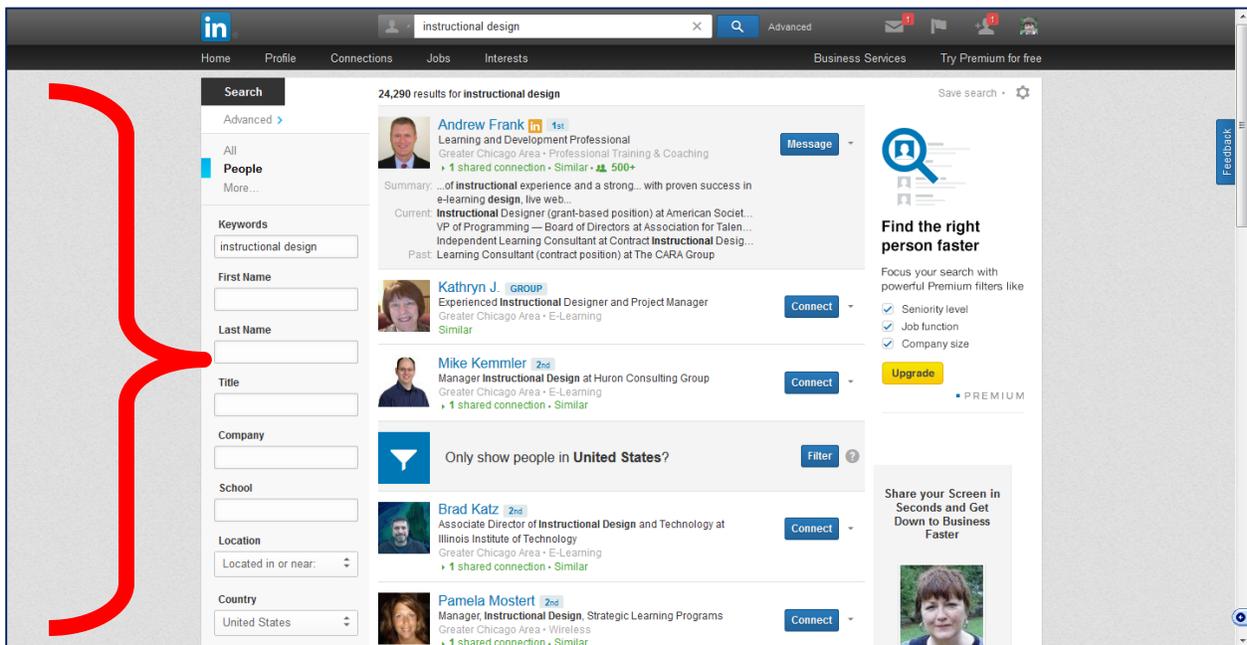


- c) Choose either **Your name and headline (Recommended)**, **Anonymous profile characteristics such as industry or title**, for example, Someone at the Downers Grove Public Library, OR **You will be totally anonymous**.
 - d) Click 
- Note:** When you choose not to show your name viewing other people's profiles, you won't be able to see who's viewed your profile and your viewing history will be erased.

Searching for Connections Using Advanced Search

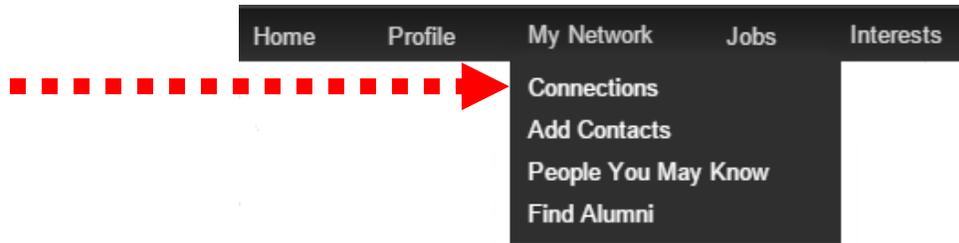


1. Complete the search form.
2. Click 

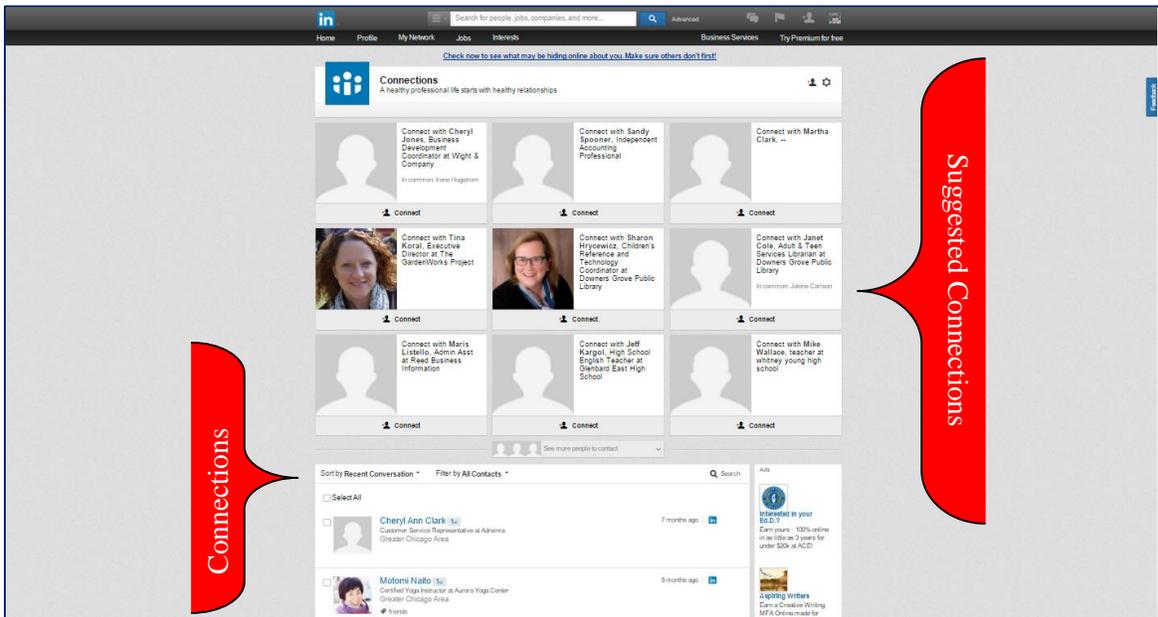


The results above are for the keywords instructional design for zip code 60515. You will see first connections, second connects, third connections, and all others based on the parameters of the search form.

Viewing and Editing Your Contacts

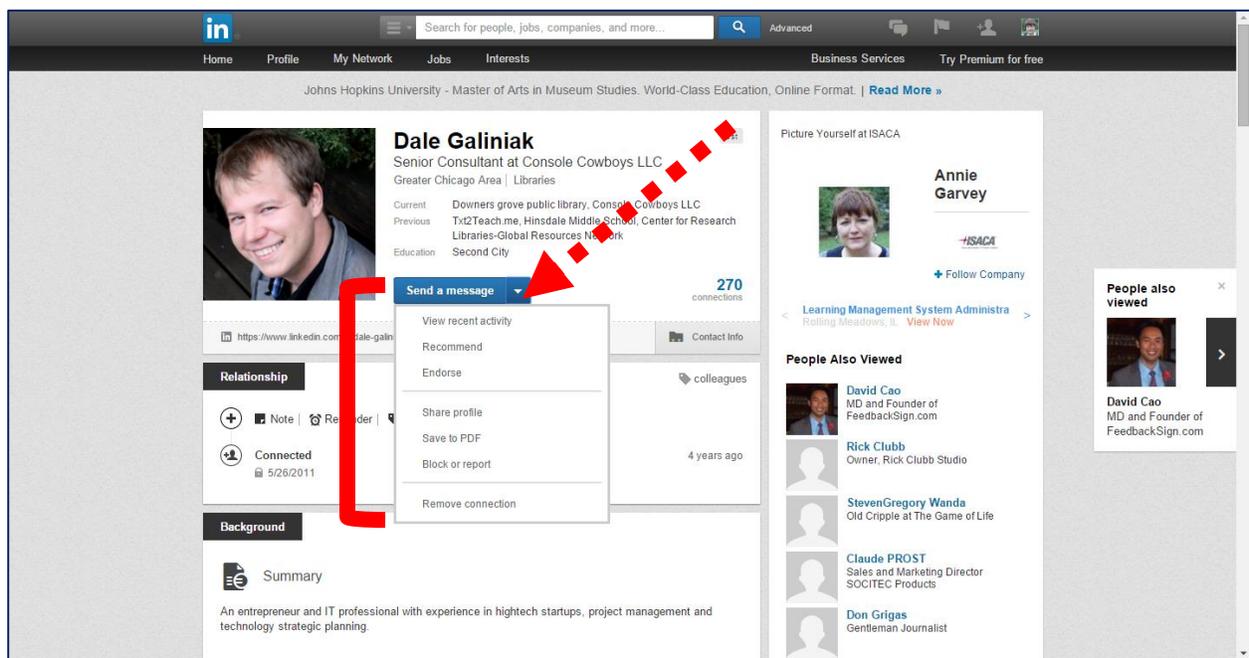


1. Click **My Network** from the menu bar.
2. Click **Connections** from the drop-down menu.



Click **Find Alumni** to find colleagues who attended a college or university that you attended.

Sending Messages or Deleting a Contact



1. Visit a connections profile file.
2. Click **Send a message** to send that connection a message.
3. Click the down arrow  to view a drop-down menu.
4. From the drop-down menu, you can view your connection's recent activity, recommend, endorse, share your connection's profile, save your connection's profile as a pdf file, block or report your connection, or remove your connection.

What is Your Network?

According to LinkedIn, your network is as follows:

On LinkedIn, people in your network are called connections and your network is made up of your 1st-degree, 2nd-degree, and 3rd-degree connections, and fellow members of your LinkedIn Groups.

- **1st-degree** – People you're directly connected to because you have accepted their invitation to connect, or they have 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** – 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 or an introduction.
- **3rd-degree** – 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 will be able to send them an invitation by clicking 

If only the first letter of their last name is displayed, clicking  is not an option but you can still contact them through an InMail or an introduction.

Fellow members of your LinkedIn Groups – These people are considered part of your network because you are 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 using your group's discussion feature.

Out of Network – LinkedIn members who fall outside of the categories listed above. You can contact them through an InMail.

Introductions

If you invite someone who you know to be your network, that's an invitation. If you ask someone in your network to introduce you to a person in his/her network, that an introduction.

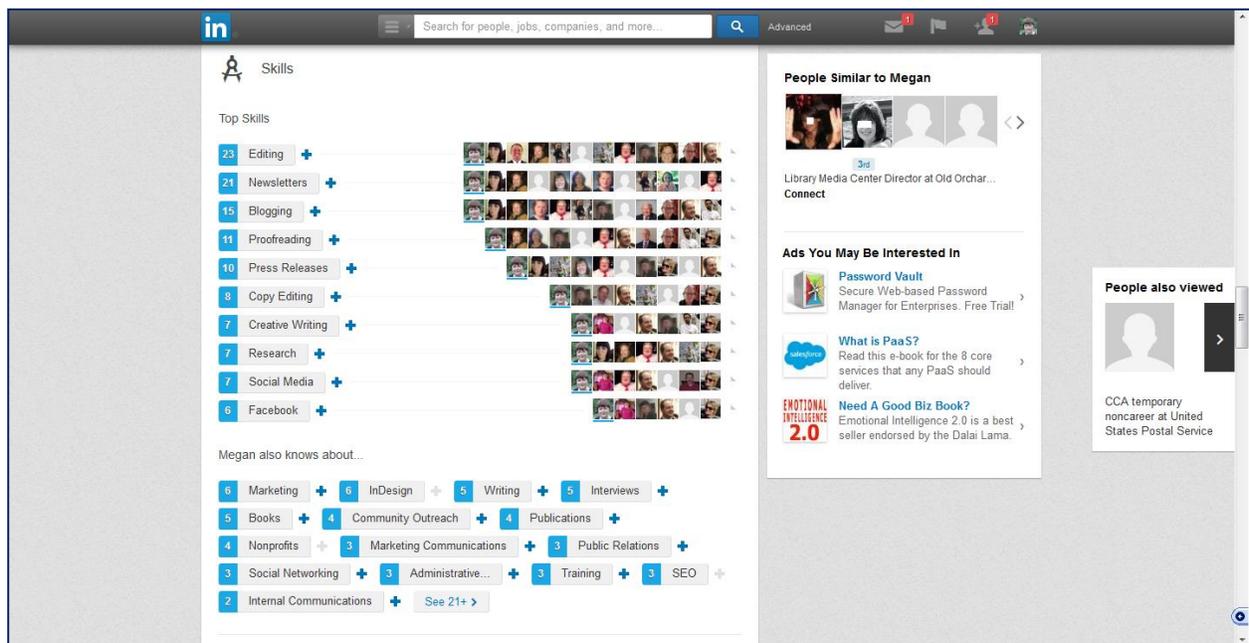
Remember, you don't have to forward all introductions. If you don't really know the person who wants an introduction or you feel uncomfortable about it, don't do it. Here's a great site that might help you decline an introduction without hurting the feelings of the person who requested the introduction:

<http://www.dummies.com/how-to/content/how-to-decline-a-linkedin-introduction-request.html>

You can use up to five introductions with a free LinkedIn account.

Skills Endorsements

When you log on to a connections profile page you'll be asked to give them a skills endorsement. If you know that a connection is a whiz at Microsoft Office, endorse that skill. If you are unsure that a connection knows Office, skip that endorsement.



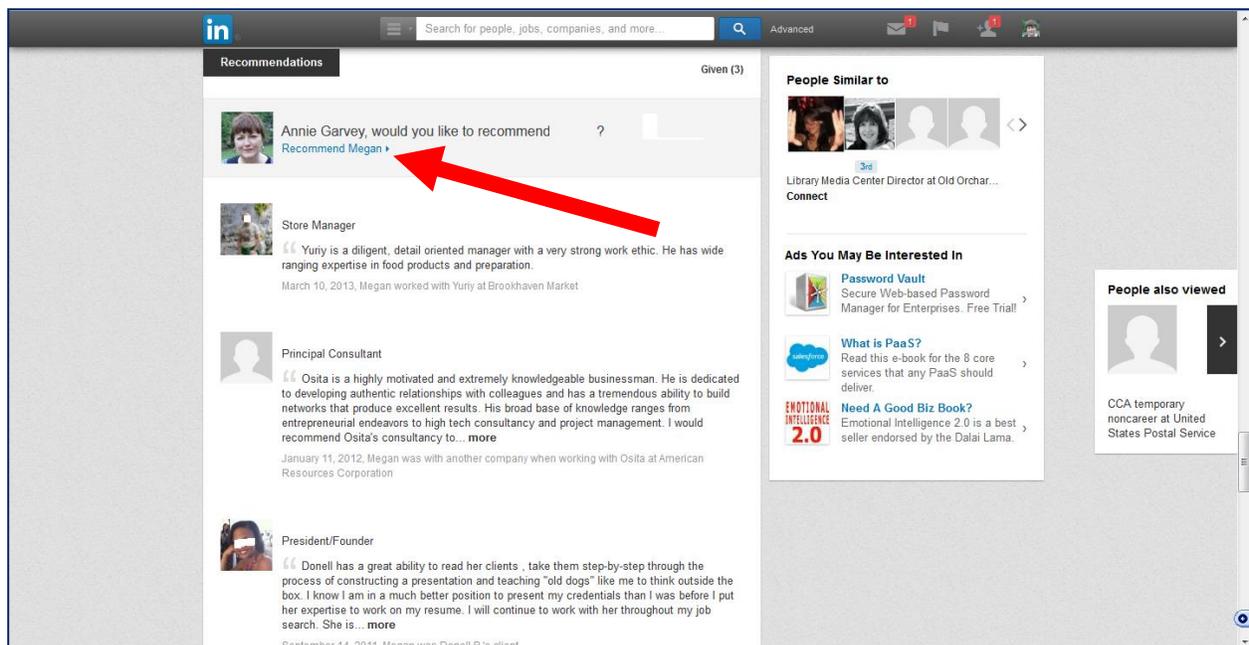
1. Visit a connection's profile page.
2. Scroll down until you see  Skills
3. Click  next to the skill, for example Writing.

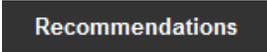


Add recommendations only related to your experience with your colleague. For example, if you've never read anything a connection has written, don't endorse them as a writer. Your reputation may be at stake.

Recommendations

Recommendations are given by LinkedIn connections as verification that you are the subject matter expert that you say you are. Recommendations reinforce the good impression that you're trying to make. Try to have no less than ten recommendations.

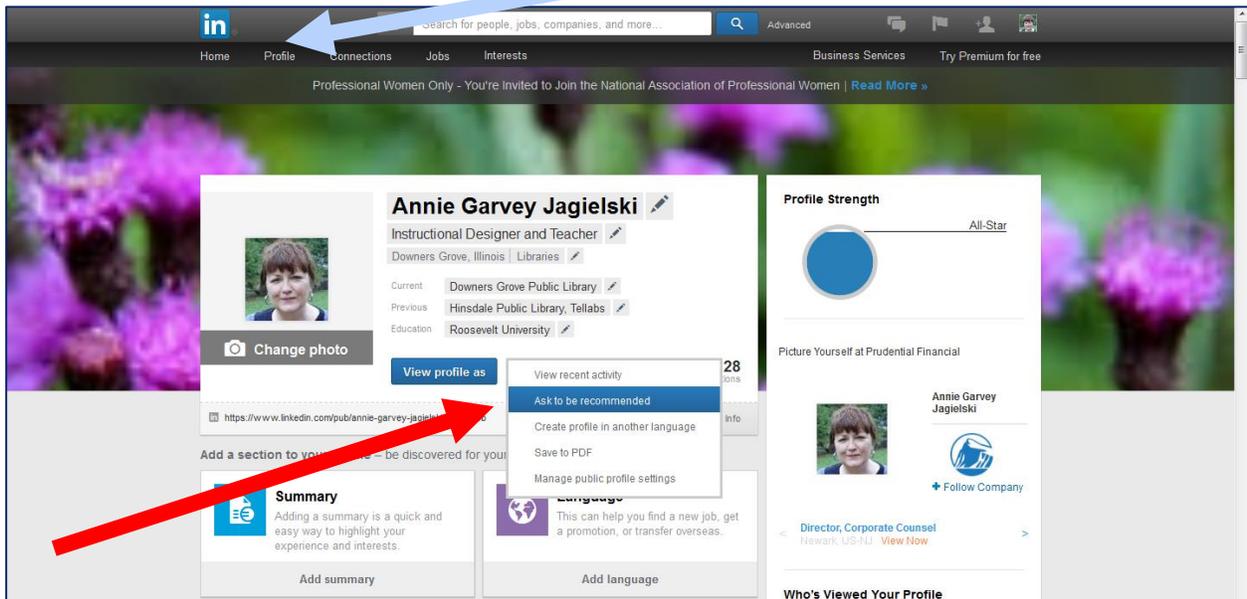


1. Scroll down a connection profile page until you see 
2. You will see recommendations for your connection and recommendations that your connection has made.
3. Click **Recommend**.

Asking for a Recommendation

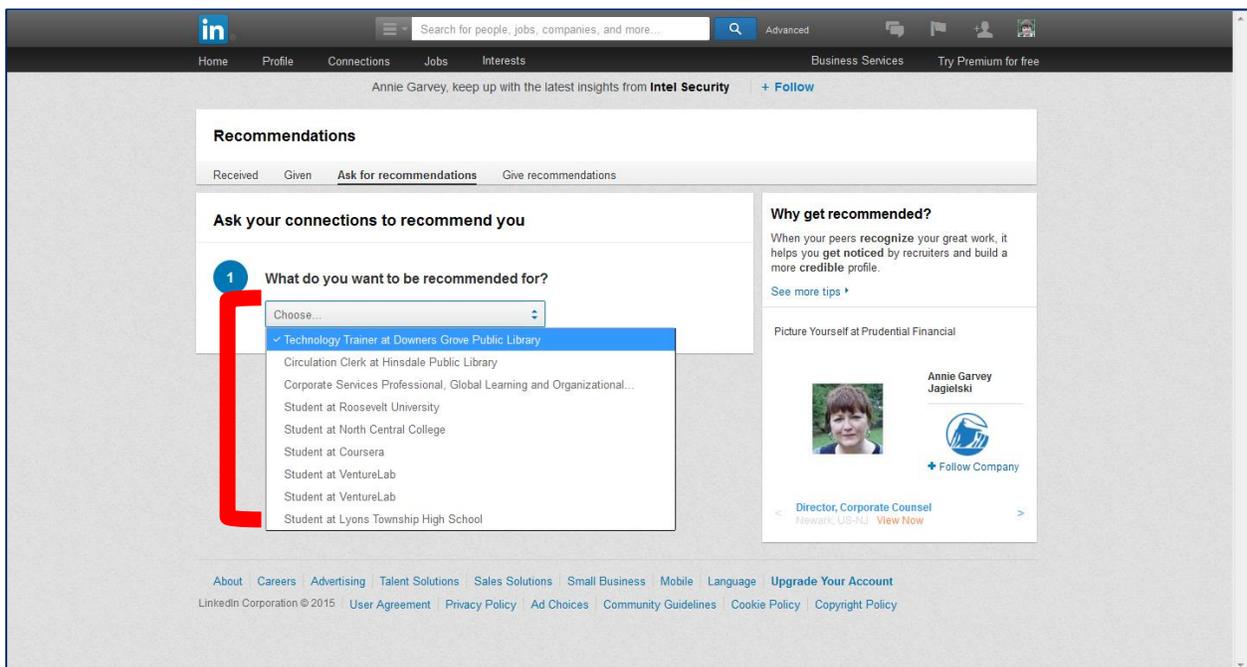
According to LinkedIn, you should have at least 10 recommendations. If you have worked with a colleague in the past, you can ask that colleague for a recommendation.

1. Access your profile by clicking **Profile/Edit Profile**.

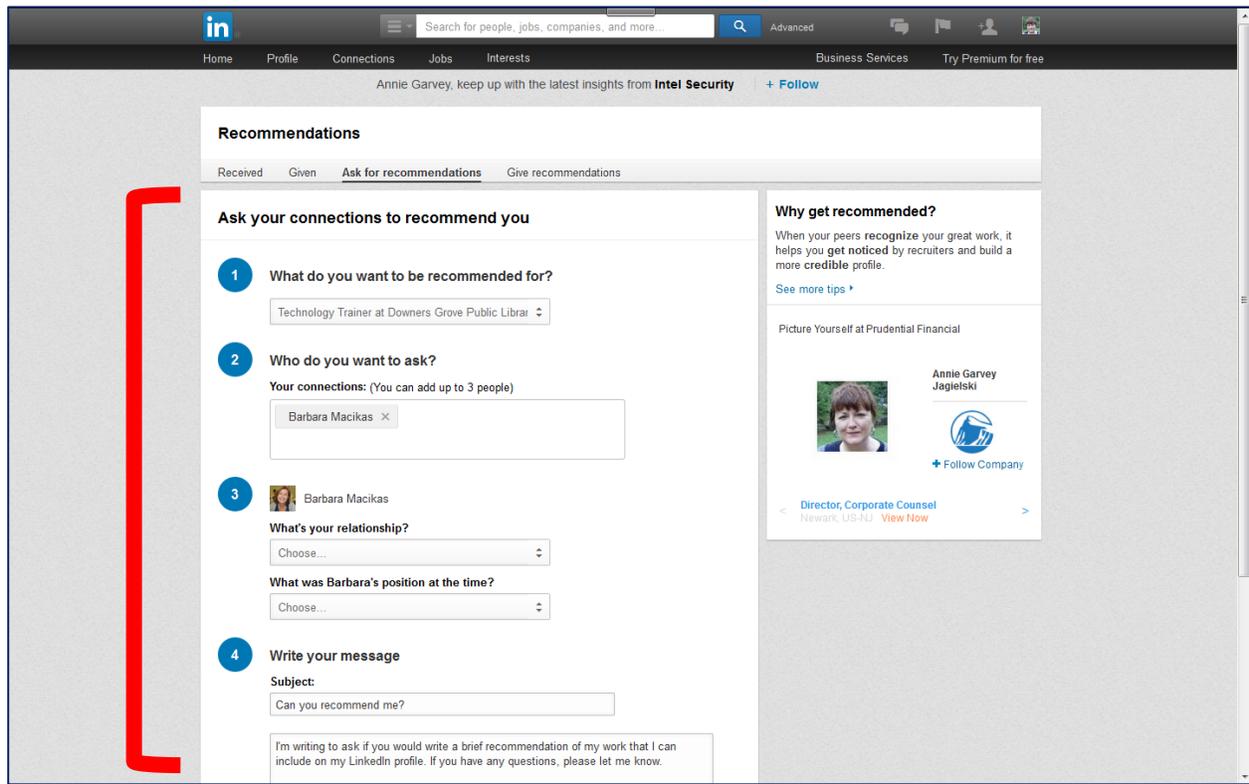


1. Click the down arrow next to **View profile as**

2. Click **Ask to be recommended** from the drop-down menu.



3. Click the in the **Choose** box.
4. Click a position from the drop-down menu.



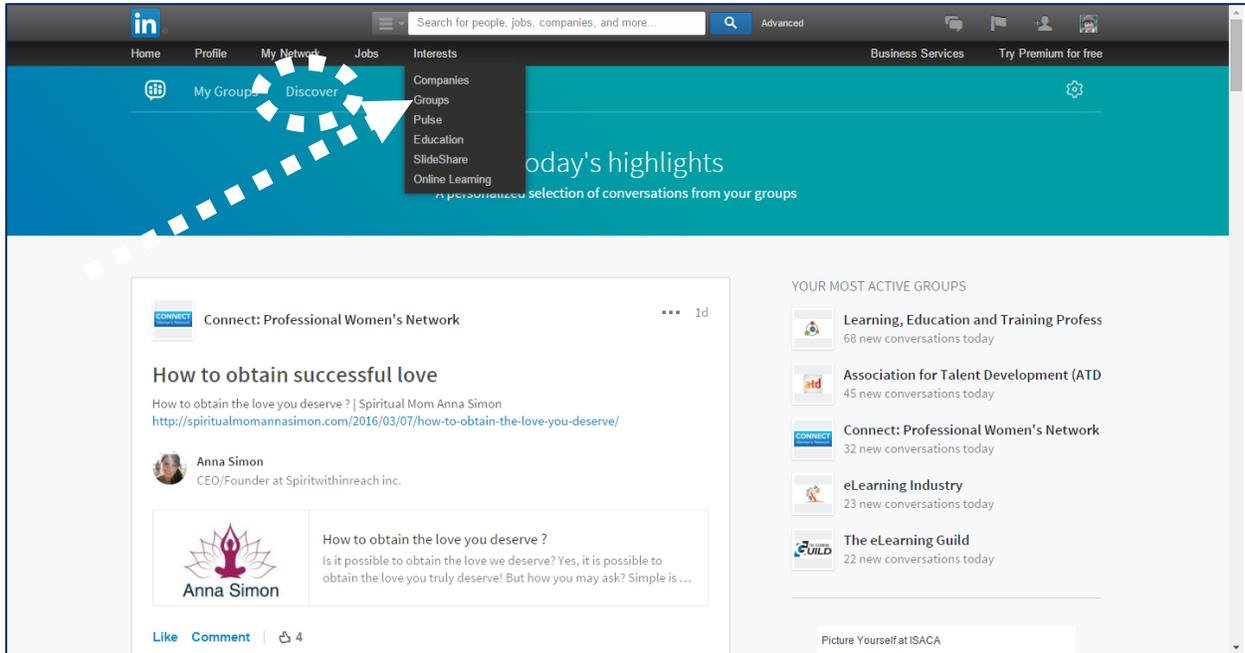
5. Find a colleague from whom you wish to receive a recommendation.
6. You may want to personalize the wording on the LinkedIn message.
7. Click  when you have completed the form.



To manage recommendations, click **Privacy & Settings** from the drop-down menu under your picture. Select **Manage your recommendations** from the bottom right of the screen. You can hide recommendations, delete recommendations, etc.

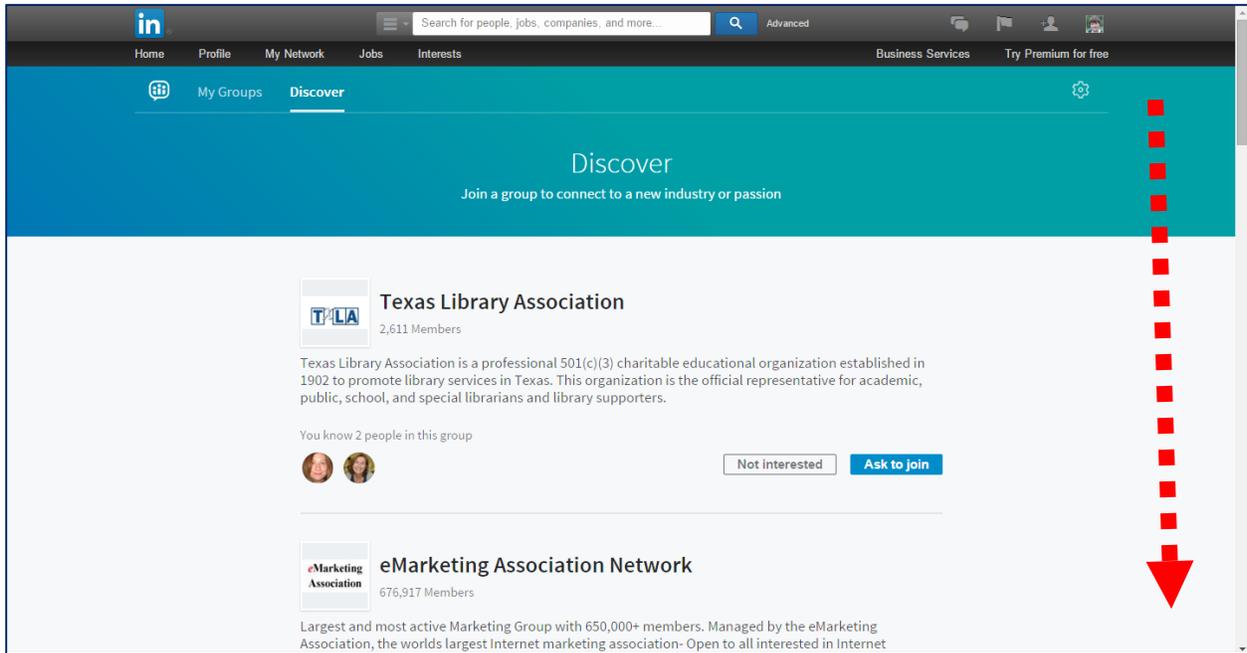
Joining a Group

LinkedIn Groups are forums for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts.



1. Click **Interests** from the menu bar.
2. Click **Groups** from the drop-down menu.
3. Groups in which you are a member appear.
4. To find groups to join, click **Discover**

LinkedIn Overview—continued



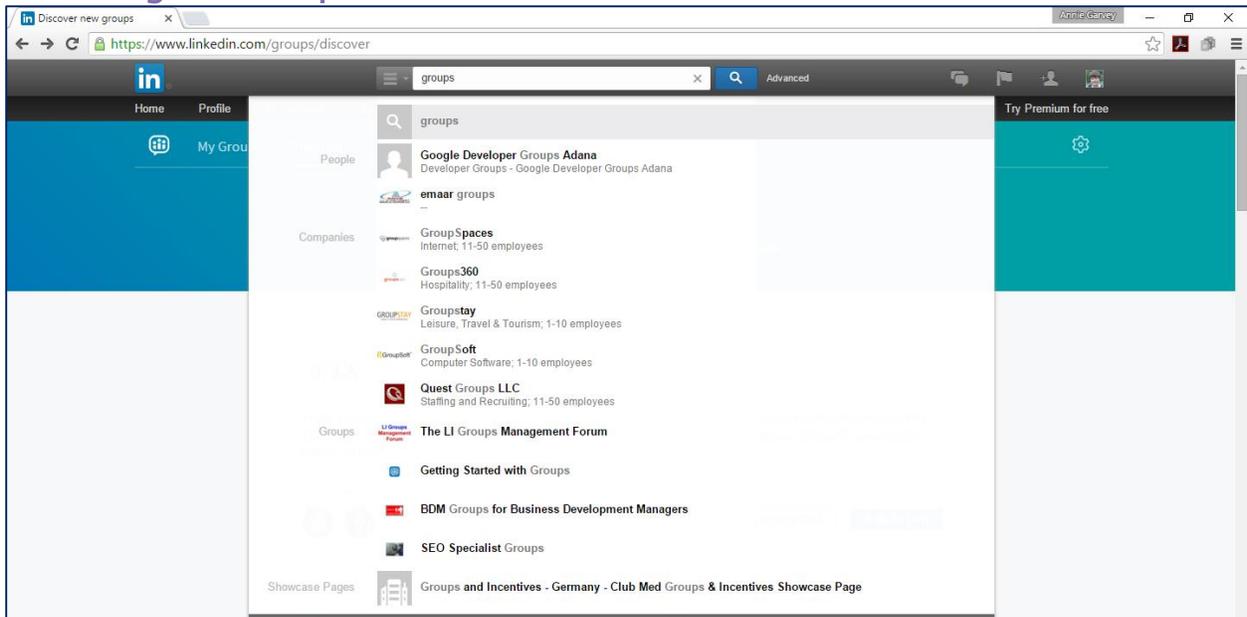
5. Scroll down the page.

6. Click or



Your membership may have to be approved by a group administrator.

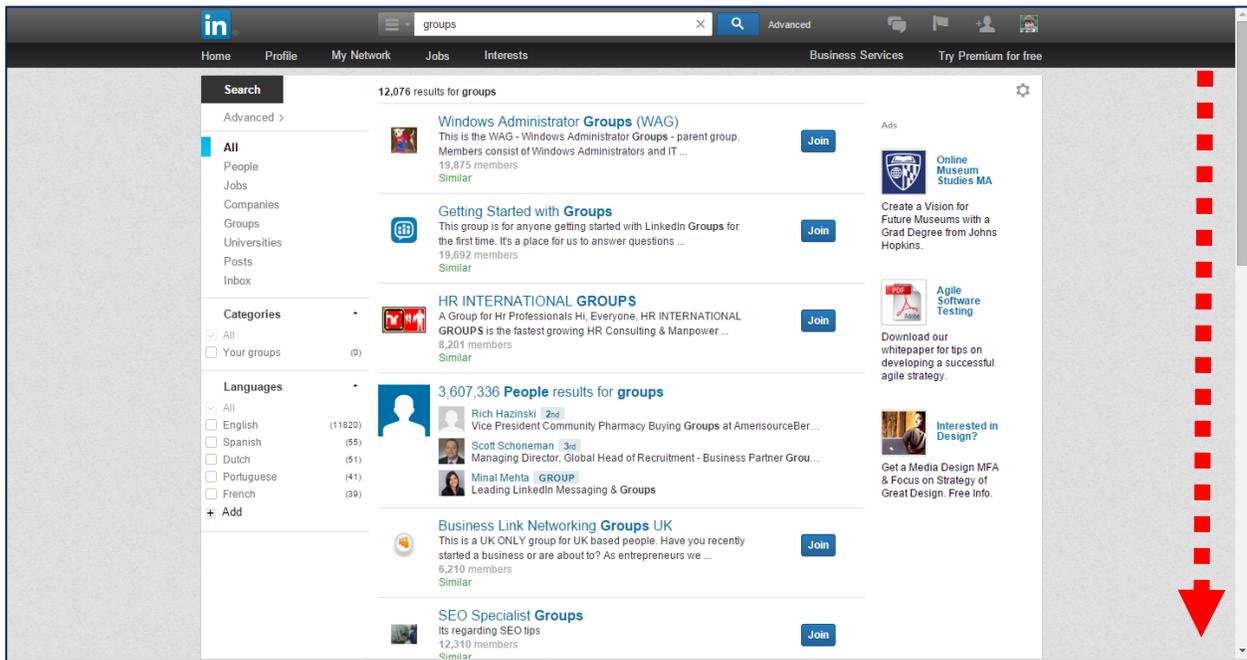
Searching for Groups



1. Click in the search box to see a flashing cursor.

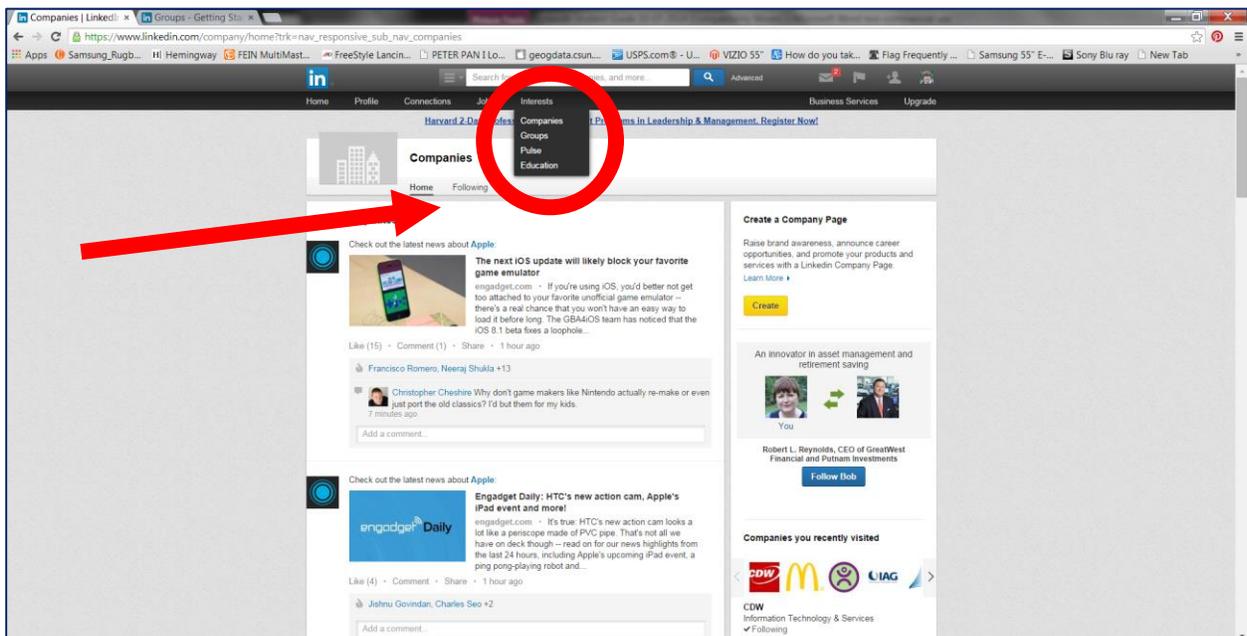
LinkedIn Overview—continued

2. Type the word groups.
3. Click  groups from the drop-down menu.



4. All the groups on linked in are displayed. Click  to ask to be a member of a group.

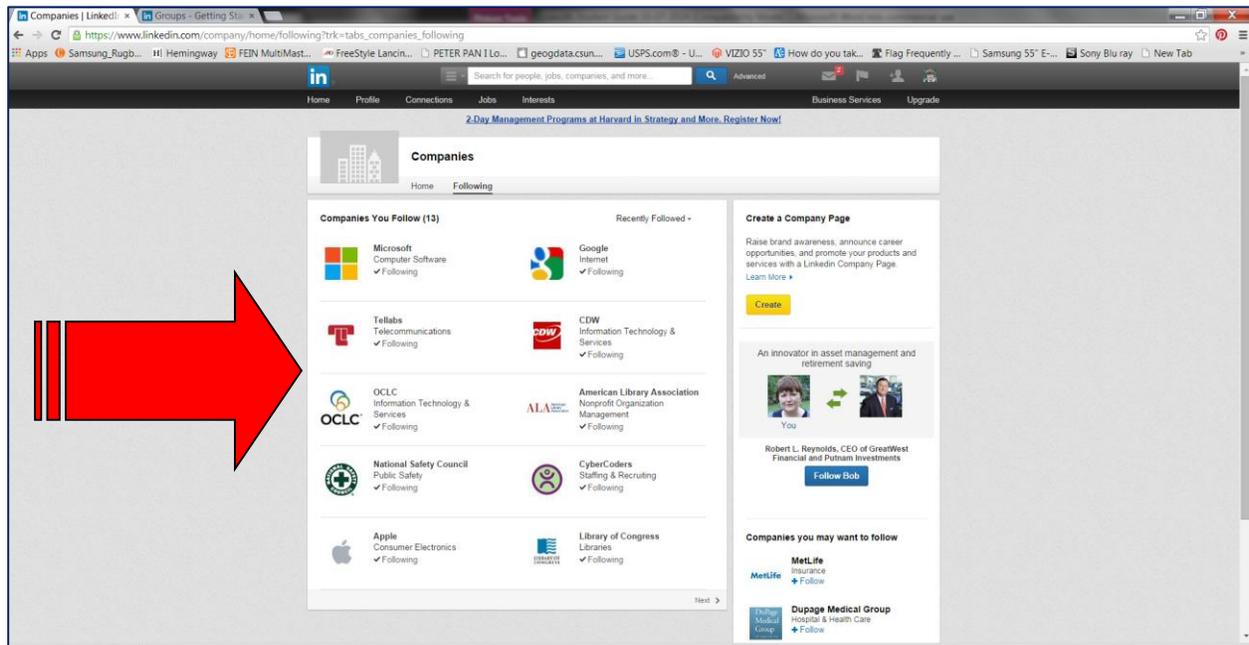
Following Companies



1. From the menu bar click *Interests/Companies*.

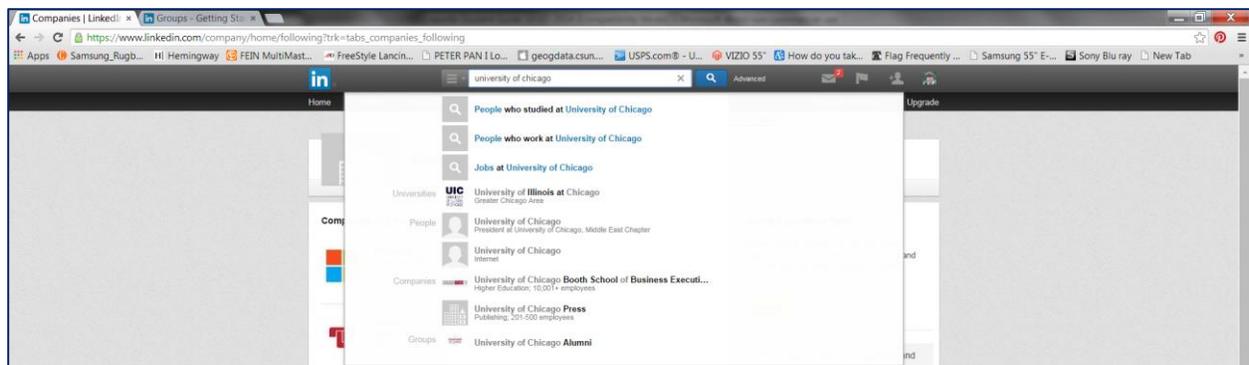
LinkedIn Overview—continued

2. Home shows recent updates from companies that you follow.
3. Click **Following**.



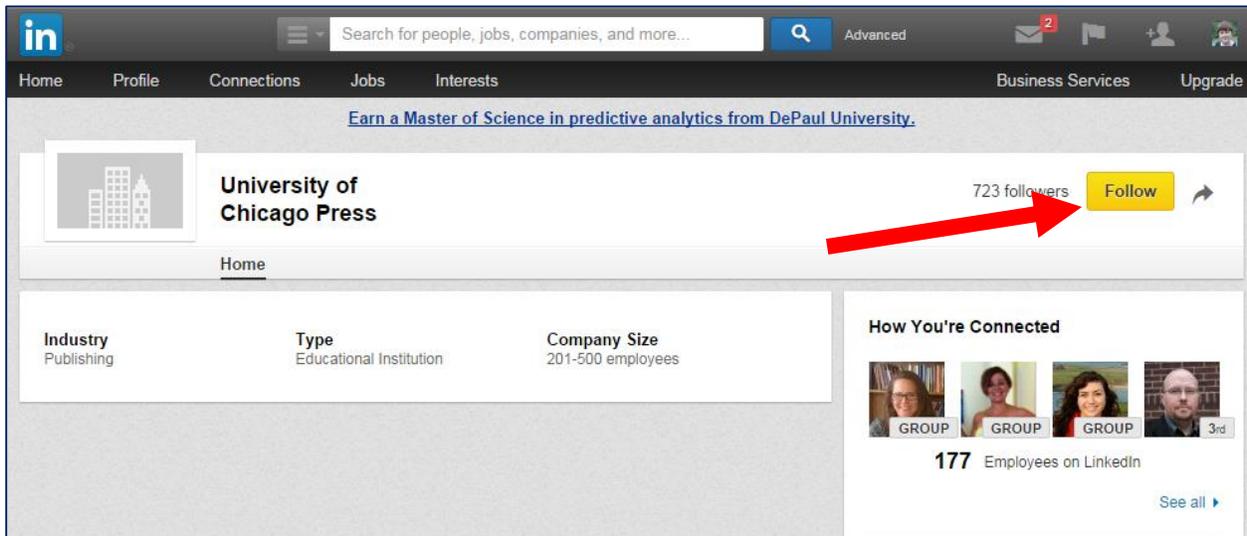
4. A list of companies that you are following appears.

Searching for Companies



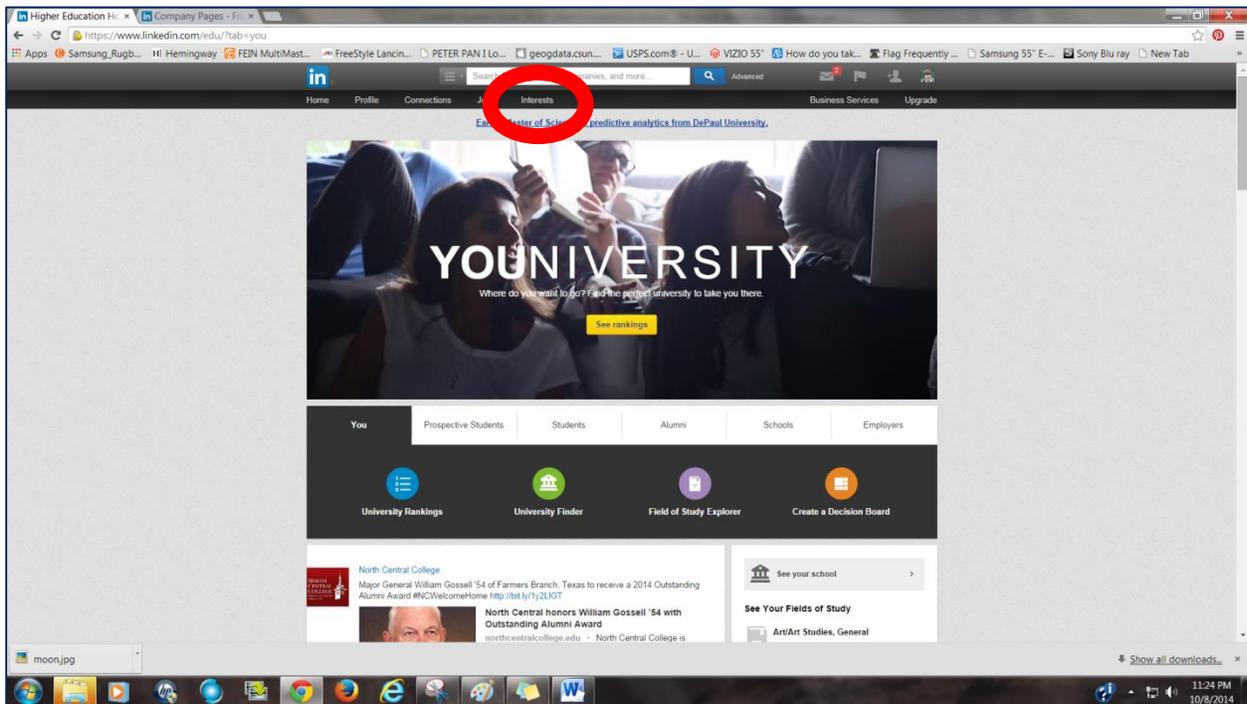
1. Click in the search box.
2. Type in a company name, for example, University of Chicago.
3. Click the desired entry that appears in the drop-down box.

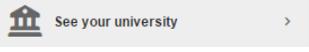
LinkedIn Overview—continued



4. Click 

Following Colleges and Universities



1. Click **Interests/Education**.
2. By default, you'll see news from the first school on your profile. To see other news or alumni, click 

LinkedIn Overview—continued

The screenshot shows the LinkedIn profile for Roosevelt University, Greater Chicago Area. The profile includes a header with the university's logo and name, a navigation bar with tabs for Home, Notables, Students & Alumni, and Recommendations, and a main content area with a collage of photos and a section titled 'Explore Careers of 42,366+ Alumni'. This section contains two bar charts: 'Where they work' and 'What they do'. The 'Where they work' chart shows Chicago Public Schools (506), Allstate (176), and JPMorgan Chase & Co. (167). The 'What they do' chart shows Education (4,141), Sales (3,755), and Operations (3,276). To the right, there is a 'How you're connected' section showing 1 first-degree connection and 813 second-degree connections, and a 'Notable alumni' section featuring Manish Patel, CIO MFG Stallion Group.

Following Influencers

The screenshot shows the LinkedIn Pulse page. A red dashed arrow points from the 'Pulse' link in the top navigation bar to the main content area. A large red curved arrow points from the 'Publish a post' button in the top right corner to the main content area. The main content area features a post by David Sable, Global CEO at Y&R, with the text: 'People say China's in trouble, I just got back from a trip there, and sorry, but I disagree.' Below this, there are several other posts, including one by Maya Pope-Chappell about education reform and one by Charles Duhigg about asking 5 Lean Manufacturing questions. At the bottom, there is a post by Zika-carrying mosquitoes with the text: 'As the Chinese Proverb Says: The timber has'.

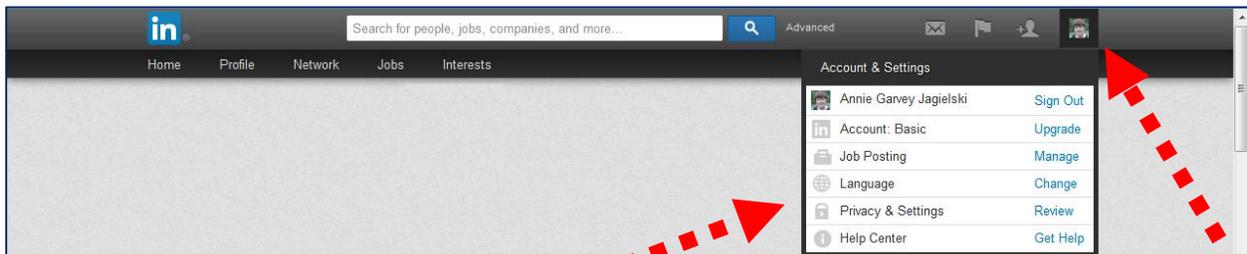
1. From the menu bar click **Interests/Pulse**.
2. To follow an influencer, click **+ Follow**



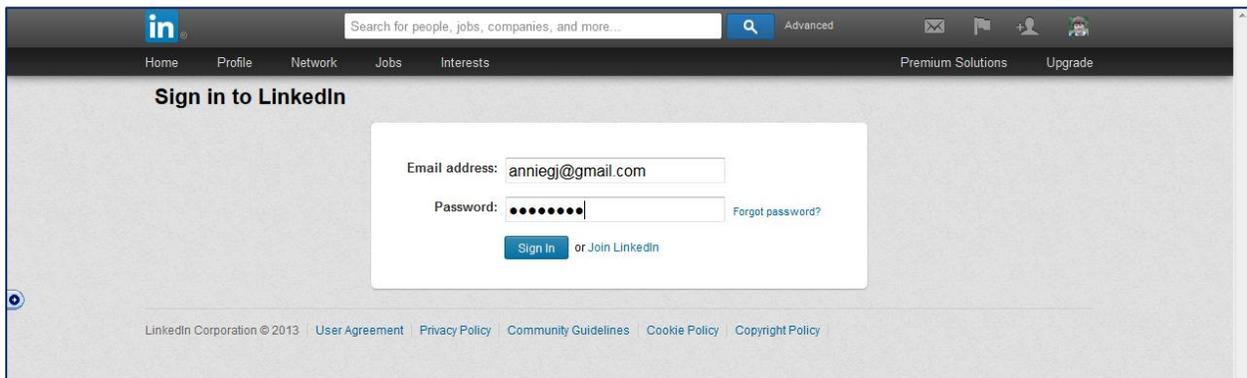
You can also become an influencer, click

[Publish a post](#)

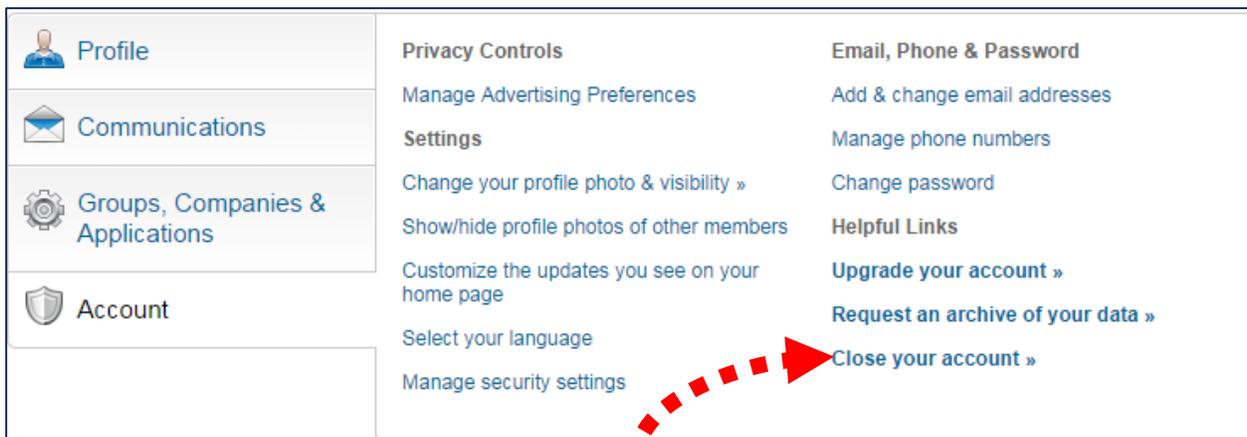
Closing Your LinkedIn Account



1. Click your picture.
2. Click **Privacy & Settings** from the drop-down menu.



3. For security reasons, you'll have to sign into LinkedIn again.
4. Type your password.
5. Click 



6. Click **Account**.
7. Click **Close your account**.

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