

Get Connected with

1. Build Your Profile

- Include a powerful title and summary (use your 30 second commercial).
- Upload a professional picture of yourself. This can help people remember you from the past or from a networking event.
- Share an update: Let your network know what you are currently working on.
- List experience in chronological order, be clear and succinct. Use full names of companies.
 - Specialties: allows you to list your areas of expertise. **Use appropriate KEYWORDS.**
 - Be specific about your accomplishments and experience. Summarize your resume.
- List education in chronological order: Include associated honors and awards.
- Recommendations and Endorsements: ask for recommendations and endorsements and return the favor by writing recommendations for others.
- Websites: link to company websites, Twitter, blogs, etc.
- URL: **personalize your URL** with your name to make it easier to remember, include on your business card, resume, cover letters, etc.
- Edit your profile's privacy and communications settings.
- Add other relevant sections (Projects, Languages, etc.)



2. Join Groups

- You can join up to 50 groups.
- Information includes: news, discussions, jobs, and the ability to send messages to other members.
- Groups can include: networking groups, professional associations, alumni associations, job boards, industries, colleges/universities, sorority/fraternity, non-profits, etc.
- **Join AND Participate:** start discussions, ask and answer questions, share your knowledge.



3. Follow Companies

- Show your interest in your target companies.
- Connect with others following the company.
- Get updates on new hires (send a congratulations), promotions (have they moved into a decision making position) and departures (is there a job opportunity).
- Get links to similar companies within their industry.

4. Search for People

- Type in a specific contact's name.
- Import your Outlook or internet e-mail contacts.
- Use advanced search: keyword, title, company, location, college/university, etc.
- Narrow the search using filters on left side of search.
- Invite people to join your network. **Browse the connections of your connections.**
- Use LinkedIn automatic recommendations of people you may know.



5. Search for Jobs

- LinkedIn will suggest jobs in which you might be interested.
- Use advanced search: keyword, job title, company, location.
- Search jobs posted within your groups.

