LinkedIn Basics 101

Getting Started with LinkedIn

1. Establish your professional profile.
2. Join groups.
3. Connect with people you know.
4. Actively participate by sharing articles, asking questions, and providing information.
5. Explore job opportunities and research companies.

THE IMPORTANCE OF BEING ONLINE

★ **92%** of U.S. companies have used social media networks in 2012 as part of their recruitment efforts.
★ **73%** of employers have successfully hired a candidate through social media.
★ LinkedIn is the #1 website used for online recruitment purposes.

~ Results of 2012 Jobvite survey
LinkedIn by the Numbers

⇒ The site officially launched on May 5, 2003. At the end of the first month in operation, LinkedIn had a total of 4,500 members in the network.
⇒ Professionals are signing up to join LinkedIn at a rate of approximately two new members per second.
⇒ LinkedIn operates the world’s largest professional network on the Internet with more than 225 million members in over 200 countries and territories.
⇒ LinkedIn counts executives from all 2012 Fortune 500 companies as members; its corporate talent solutions are used by 88 of the Fortune 100 companies.
⇒ LinkedIn members did over 5.7 billion professionally-oriented searches on the platform in 2012.
⇒ More than 2.9 million companies have LinkedIn Company Pages.

How Can I Use LinkedIn???

Re-connect
Find past and present colleagues and classmates quickly. LinkedIn makes staying in touch simple.

Power your career
Discover inside connections when you’re looking for a job or new business opportunity.

Get answers
Your network is full of industry experts willing to share advice. Have a question? Just ask.
Log-in Page

- Sign In for returning users
- Sign up for 1st time users

Your Home Page

- Email Inbox
- Change general account settings here (e.g. email preferences).
- LinkedIn will list “People You May Know” here based on shared connections or other things you have in common.

Somewhat extraneous, not critical information is listed all the way down the right-hand sidebar, including: “People You May Know,” Ads, “You Recently Visited,” “Jobs You May Be Interested In,” “Groups You May Like,” etc.

News updates and articles provided by LinkedIn.

Share updates here. Use sparingly.
Add information by clicking on the pencil icon for each section/field. (See list of sections below)

Upload a professional photo or avatar.

Use this section to customize your url link with your name and to select how people see your profile in search results. (See next page)

Profile Sections
1. Name
2. Headline
3. Location & Industry
4. Photo
5. Summary
6. Experience
7. Volunteer Experience & Causes
8. Certifications
9. Education
10. Recommendations
11. Skills & Expertise
12. Additional Information

Use this to re-arrange the sections of your profile.

Add Information

Use industry keywords in your professional headline.

The “Industry” field is required. Pick the most relevant industry.
Public Profile

Choose who can see your profile in search engine searches (e.g. Google).

Select what people see when they find your profile online.

Customize your LinkedIn website link here.

Find Contacts

This method is OPTIONAL. There are other ways of finding contacts on LinkedIn.

You may import contacts from your email account to see if they are already on LinkedIn.

TIP: Do not use the Default email message when sending an invitation or requesting an introduction from someone with whom you are not close! Do not assume the person knows who you are/why you want to connect. Take the time to personalize your message.
Search for People, Updates, Jobs, Companies, & Groups

Click on “Advanced” to open up the advanced search option.

Use the drop-down menu to change the search topic from People to something else (e.g. Groups).

Join Groups (Under “Interests” Tab)

Search for groups by name or by plugging in keywords in the search box.

Join our group to learn of job opportunities and to network with other job seekers.

TIP: Once you are a member of a group, post articles, ask questions and comment within these groups to raise your professional profile.

LinkedIn will also suggest “Groups You May Like” based on your interests and other group affiliations.
Follow Companies & Get Updates  
(Under “Interests” Tab)

LinkedIn will suggest “Companies You May Want to Follow” based on your interests.

Group Settings:  
“More” Tab → “Your Settings”

Uncheck this box if you do NOT want the JFS group logo displayed on your profile.

Check this box if you want to receive an email for each new discussion posted in the group.

Select the frequency of email notifications you want:  
1. Daily Digest  
2. Weekly Digest
To view job postings:
1. Click on the “Jobs” tab within the JFS Group.
2. Click on the “Job Discussions” link on the left-hand side menu.

TIP: If you have a question or comment that is more private in nature, please email me directly by sending a message through your LinkedIn Inbox or through your personal email.

Note: A padlock icon represents that the group is a closed, members-only group.

Check here for announcements and career related articles visible to all group members.

If you have a general question or comment, feel free to post it here, beneath the posting. All comments are visible to all group members.
**Privacy & Settings**

Select “Privacy & Settings” from the drop down menu by clicking on your photo in the upper right-hand corner.

Click on the appropriate sub-category to make changes to your privacy controls, email notification settings, etc.

**LinkedIn Help Center**

For questions about using LinkedIn, visit the “Help Center” found by clicking on your photo in the upper right-hand corner.