



LinkedIn Guide

What is LinkedIn?

LinkedIn is a social networking platform targeted at professionals. It can be used for a variety of reasons, including job searches, building connections, and learning new skills.

What are the benefits?

- Provides a single page to highlight your professional accomplishments and interests
- Creates the ability to search for jobs both locally and globally
- Connects you with professionals in the areas you are interested in exploring
- Once created, it remains YOUR profile, and therefore will follow you regardless of any employment changes
- Offers a variety of tools that can be used to learn or network

How do I create a LinkedIn account?

- 1) Make sure you have an email address to associate with your LinkedIn account. Consider creating a new professional email if your personal email is full of excess junk mail or is not professional. This will allow you to focus on your job search or meeting your other goals.
- 2) Go to [linkedin.com](https://www.linkedin.com). The homepage will have 4 fields for you to complete (First Name, Last Name, Email, and Password).
- 3) Complete these fields and then click “Join Now”. You may need to verify your cell phone number as a security verification, so make sure you have a phone available.

LinkedIn

Email Password Sign in Forgot password?

Be great at what you do
Get started - it's free.

First name

Last name

Email

Password (6 or more characters)

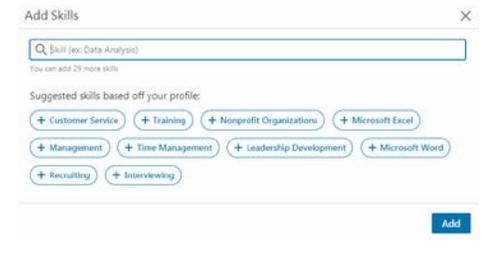
By clicking Join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

Join now

How do I build my profile once I've created an account?

Complete the prompts to verify your email and phone number. LinkedIn will ask you for your most recent position and suggest possible connections. We recommend you first focus on building your profile. Below are the five components you should focus on when you're first starting your LinkedIn profile below:



Important Components of your LinkedIn Account		
<p>Photo</p>	<p>Make sure you upload a profile picture. This will allow potential connections to recognize you as you build your network. Studies show that profiles with pictures receive 14x more views than those without. Clicking the camera will bring up your files so that you can select which photo to use. We recommend you choose a photo where you are dressed professionally and are smiling. Also, remember that this is your first impression, so it's important that the photo you choose is clear and of good quality.</p>	
<p>Experience</p>	<p>Go to view your profile and begin adding your job experiences. If you have a resume already, this is a great opportunity to re-visit what you have written about your past work experiences. If you don't have a resume, this profile will be a great resource for building one later. We recommend making sure you use accomplishment-based statements to offer a snapshot into each of your past employment experiences. Check out the Career Exploration Center's resume guide or email us at careerexplorationcenter@msj.org if you need help or feedback.</p>	
<p>Education</p>	<p>Next, add a profile section for Education. Your most recently completed degree/diploma will be the first thing you want to share. After that, you can add in any certifications, licenses, courses, or additional education opportunities you have completed or participated in. Make sure to include any honors, clubs, or accomplishments that were relevant to your education background.</p>	
<p>Skills</p>	<p>LinkedIn allows you to add skills to your profile. Other people in your network can endorse you for these skills. Reflect back on your past experience and which skills you'd like your potential employer to know that you have. Try to add at least 5 skills when starting your profile. Examples include everything from customer service to the different softwares you have experience working with.</p>	



How do I add connections?

After you have created a profile, begin adding connections. LinkedIn has the ability to recommend connections based on the information you share.

If you already know a few people you want to connect with, you can look them up individually. On your home page, look for a button that says “Grow your network” or “Build your network” to see who LinkedIn suggests for you.

You can also allow LinkedIn to use your email contacts to make recommendations. It’s important not to be shy about adding someone on LinkedIn as long as you have met or had contact previously. Most professionals are happy to expand their network, so most requests will be accepted. You can also follow industry experts who share information relevant to your areas of interest.



Build your network

More connections mean you’re more likely to hear about new opportunities – aim for 30 to start.

[Find connections](#)

I have started my profile and added connections, how should I use LinkedIn now?

LinkedIn has a lot of different tools that you may be interested in exploring. Remember that your profile is a single page for anyone to learn more about you as a professional. Continue to add to your page as you develop more in your career. There are sections to add Volunteer Experience, Accomplishments, and Recommendations. Here are other tools you may consider:

LinkedIn Tools		
Messages	Once you've made a connection on LinkedIn, messages can be used to ask questions, gather information, or simply check in.	
Jobs	Clicking this icon on the top menu will allow you to explore different jobs. You can also customize your career interest settings to let recruiters know you are searching and see tailored opportunities to your skills and experience.	
Learning	LinkedIn offers a learning portal. You can use these videos and quizzes to learn about different career skills, software, and creative processes. Users receive a month for free but then it becomes subscription only.	