

LinkedIn: Getting Started

Creating Your Account

- Visit www.linkedin.com
- Follow the wizard to set up your account. Be sure to use a professional email address from a recognized provider such as Gmail or Outlook.

Building Your Profile

- Turn off your activity broadcasts in the privacy settings.
- Upload a high-quality, professional-looking photo.
- Adjust your headline, summary, and experience sections; use strong, action-oriented keywords that are recognized within your particular industry.
- Add skills you want to highlight.
- Add projects, publications, presentations, and other work examples to your Profile.
- Add volunteer experience, certifications, and education to your Profile, as applicable.

Building Your Network

- Connect with people you already know who can vouch for your work experience.
- Connect with people you meet in professional capacities (meetings, industry conferences, vendor events, etc.) to grow and strengthen new relationships.
- Join and participate in groups to connect with new people who have similar interests.
- Use the Home page to read and interact with what others are posting. It's a great way to make new connections and stay abreast of current happenings in your industry!
- Ask for skill Endorsements and Recommendations from contacts who worked directly with you in the past. Be sure to seek a mix of bosses, colleagues, and subordinates.
- Be polite, sincere, and up-front when reaching out to connect with someone.

Finding a Job

- Use Advanced search filters to find positions that fit your interests, skills, and experience—and find connections you may have to them.
- Create job searches and alerts to allow LinkedIn to do the work FOR you!
- Follow Company pages to learn about companies you're interested in and find employees with whom to connect.