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.