

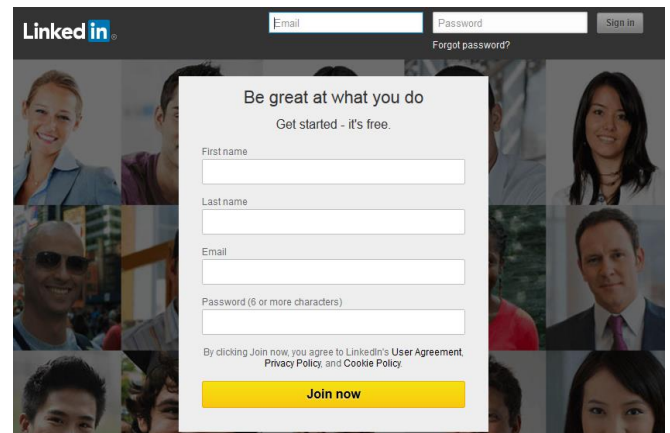
## Intro to LinkedIn

### Why Bother with LinkedIn:

- If a potential employer googles your name and nothing comes up, what does that say? Worse, what if the only result they get is of you at a bar?
  - LinkedIn is a great way to establish a professional online presence
- If you need to connect with someone you don't know, how will you get their attention?
  - With LinkedIn, you can often link to important contacts via common connections
- You might not want your colleagues to be part of your Facebook network where they'd find out all about your fourteen cats
  - LinkedIn is the perfect tool for keeping in touch with work associates

### Getting an Account:

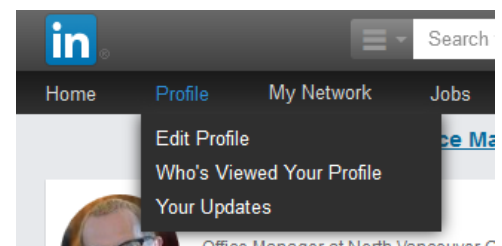
- Go to [www.linkedin.com](http://www.linkedin.com) and complete the form. Click "Join Now"
- You'll be taken to a new form with a few fields of basic information. Complete these, then click "Create my profile." A link will be sent to your email address. Click the link to complete your account setup
- You'll be given the opportunity to upload your email contacts – you may wish to skip this for now, until you've got your profile completed
- You can get a free account, or a paid subscription. For new users, the free account is advisable – once you are familiar with how it works, you might want to upgrade



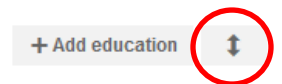
### Profile:

The profile is the most important part of your LinkedIn account. Think of this as your online resume – be careful to be accurate and to put your best foot forward

- Click on "Profile" (top left) and then "Edit Profile" to make changes
- Hover your mouse over the picture to change your photo. Click "Change photo" and you'll be given the opportunity to change your picture, crop it, or delete it. You will also see a preview of how your picture will look across the various parts of LinkedIn
  - Be thoughtful about your photo. If you work in a formal industry, you may want to make sure you are dressed in formal business attire

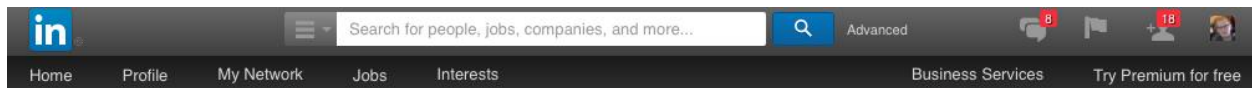


- Click “Add Position” or “Add Education” to put in new information.
  - Hint: If the company you work for has a LinkedIn profile of its own, the company name will be in a drop-down list. Select from the drop-down to get the company logo to appear in your profile
  - Remember that your company will see you as representing them
  - When you connect with your colleagues, they will see your job description and so on. Be careful to be accurate
- If you have stronger Education as compared to your Experience, you may want to change the order they appear in on your profile. Just click on the double-headed arrow to drag a section higher or lower in your profile (you’ll need to mouse over the section to get the arrow)
- Add as much data as you think appropriate



**Navigation:**

It’s pretty intuitive to find your way around in LinkedIn. Click on any of the links in the header bar to explore or update the different aspects of your account



**Home:**

When you log on, this is the first screen you arrive at. It is like the News Feed on Facebook. Check out some of the updates from your colleagues, enter a simple status update, or publish a more complex post

**Profile:**

Edit your profile, see who has checked out your profile, or take a look at your updates, posts, and recent activity on LinkedIn

**My Network:**

Review, tag, message, or remove existing contacts; import contacts from your email; take a look at people that LinkedIn has identified as possible connections for you; or find alumni that you’re already connected with or might consider connecting to

**Jobs:**

Search for a job by keyword, or by setting preferences (location, company size, etc.); take a look at jobs on offer in places your connections work – you can see who you know who already works there

**Interests:**

Check out recent posts from companies you’re following; ask to join a group or see what groups you belong to are up to; access “Pulse,” a kind of news channel owned by LinkedIn; see what your university is posting about; check out “SlideShare,” a place where members upload presentations; or access a free trial of Lynda.com for online training. Note, however, that you can access Lynda.com for free through the library website (under Research & Learn > Databases A-Z)

**Voice Bubble Icon (Messages):**

See recent messages from your connections and respond to them from here

**Flag Icon (Notifications):**

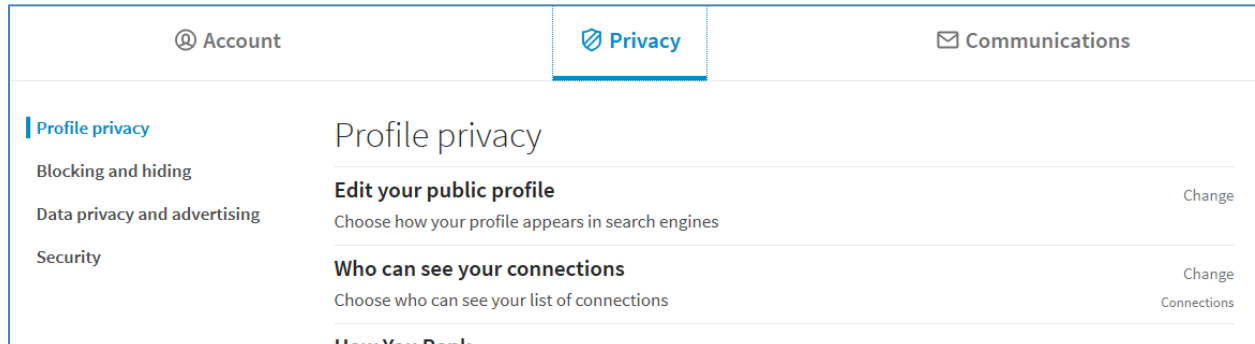
Notices about people who have liked or commented on your posts, or who you have recently connected with, who has viewed your profile, and so on, are found here

**Person Icon (Grow My Network):**

Here you’ll find LinkedIn members you might know (via your school, work, common connections, etc.)

**Your picture:**

This is where you sign out, upgrade to a premium account, or access Privacy & Settings. The ‘Account’ option is where you update your email, manage your password, and so on. ‘Privacy’ enables you to limit who can see aspects of your account. ‘Communications’ lets you limit how many emails you get from LinkedIn and so on

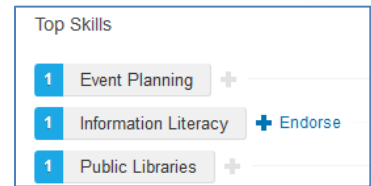


- The idea of privacy is at odds with the purpose of LinkedIn. Nevertheless, you should review each of these settings to make sure you’re clear on how much information about yourself you are making available

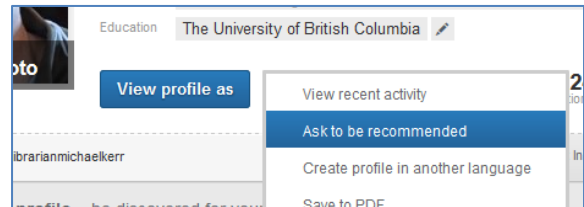
**LinkedIn Terms:**

- **Profile:** As with Facebook, this is where data about you is made available. Think of this as your online resume and ensure the information is accurate, positive, and professional
- **Connection:** contacts in the LinkedIn world are like friends in Facebook. You need to confirm (or be confirmed) for the connection to become active

- **Endorsement:** your contacts can endorse you for skills they know you possess. This is a way for your contacts to highlight your abilities. If you want to endorse someone, go to their profile and find the “Skills” section. Click on the plus sign to endorse



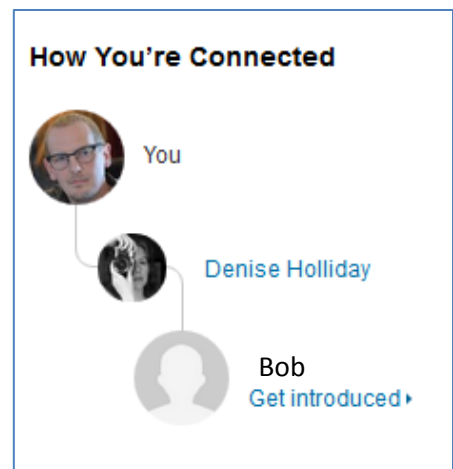
- **Recommendation:** You can also request a recommendation from a contact, and it will appear on your profile. It should be something about your professional strengths. To ask for this, go to your profile and mouse over the down-arrow beside “View profile as.” Click on “Ask to be recommended” and follow the steps



- **1<sup>st</sup> Degree Connections:** People you are connected to, (you’ve accepted their invitation to join their network, or vice versa)
- **2<sup>nd</sup> Degree Connections:** These are people who are directly connected to your connections but not to you. You can ask to connect to them, or you could message your common connection and ask for an introduction

- **Introduction:** Go to the profile of your 2<sup>nd</sup> Degree Connection and scroll down till you find “How You’re Connected.” Click on “Get Introduced”

- **3<sup>rd</sup> Degree Connections:** People directly connected to your 2<sup>nd</sup> degree connections. You may be able to connect to them by inviting them to your network



- **Group Members:** If you belong to LinkedIn groups, other members of that group are peripheral members of your network. You can contact them by sending a message.
- **InMail:** This is a message service available only at the LinkedIn premium level. It allows you to message someone who is not in you network – but beware, without an introduction, it will be easy to ignore such a message

### Further Help:

- Books: 3rd Floor, Job Seekers section
- Safari Books Online: [www.nvcl.ca](http://www.nvcl.ca) > Research & Learning > Databases A-Z > ‘S’ (you’ll need to enter your library barcode and PIN if outside the library): search for ‘LinkedIn’
- Lynda.com: [www.nvcl.ca](http://www.nvcl.ca) > Research & Learning > Databases A-Z > ‘L’ > type in your library barcode and PIN > search for ‘LinkedIn’
- Online: <http://www.gcflearnfree.org/linkedin>
- Appointment: [techconnect@cnv.org](mailto:techconnect@cnv.org)

Thanks for attending!