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## The many benefits of LinkedIn

**Getting the most out of LinkedIn, the #1 business social networking site**

**An step-by-step guide to getting started with and using LinkedIn for career seekers**

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Shorten your Career Transition

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**LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.**

**Latest LinkedIn Facts** (according to LinkedIn.com, February 2009)

- LinkedIn has over 36 million members in over 200 countries and territories around the world.
- A new member joins LinkedIn approximately every second, and about half of our members are outside the U.S.
- Executives from all Fortune 500 companies are LinkedIn members.



A Google search for “How to use LinkedIn” results in over 15 million results. That many results must surely validate the importance of LinkedIn, but where do you begin? This guide will walk you through the basics of getting started with LinkedIn and then getting the most out of your association with the #1 business social network on the Internet.

### Getting started with LinkedIn

If you already have an account with LinkedIn, simply log in and start on Step 4.

New to LinkedIn, start here: [www.linkedin.com](http://www.linkedin.com)

- 1) Enter your name and email and click Continue.

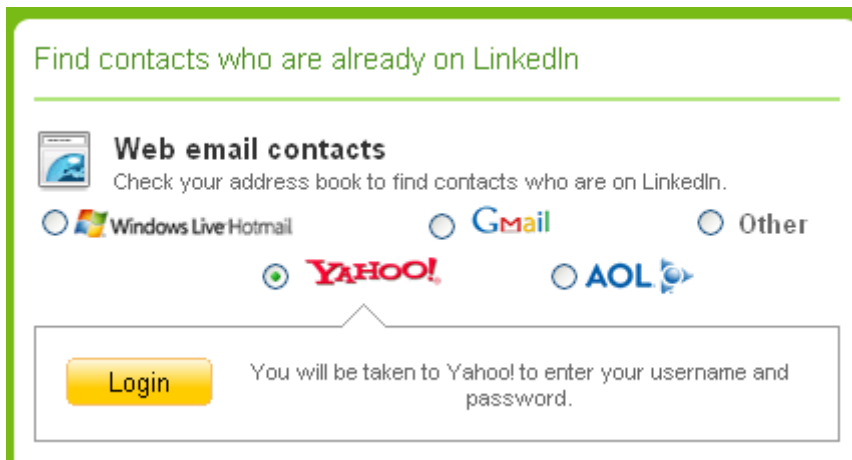
A screenshot of the LinkedIn registration form. It has a blue header that says "Join LinkedIn Today". Below the header are three input fields: "First Name:", "Last Name:", and "Email:". Each field has a white box with a blue border. Below the "Email:" field is a green "Continue" button. At the bottom of the form, it says "Already on LinkedIn? [Sign in.](#)"

Today, more and more jobs are being found through networking. Learn how, where and when to network at [www.careerzition.com](http://www.careerzition.com).

- 2) Complete the required information and click Join LinkedIn.
- 3) At this point you will need to confirm your email address by clicking on a link sent to your email account and log back into LinkedIn.

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- 4) Next, you will need to build your list of contacts. Take your time on this step and allow LinkedIn to search each of your email accounts. While this step does take time, it is time well spent.



**Tip:** Carefully review each and contact on the next page and only select those names that you recognize and who will recognize your name.

- 5) Next, hover your mouse over +Add More Contacts and select Import from Webmail



**Tip:** It is recommended to allow LinkedIn to search your webmail accounts and add as many people via this method before resorting to manually adding contacts. This will jump start your involvement with LinkedIn.

- 6) Add personal notes to your invitation by putting a check mark in the box below, typing a short note and clicking Invite selected contacts.

Add a personal note to your invitation

I've started using LinkedIn and would like to add you to my contacts.

- Steve

**Invite selected contacts**

**Tip:** Adding a personal note helps people remember who you are. It is important that the majority of the people you invite accept your invitation to connect. If too many people say they don't know you, you run the risk of having your account downgraded. This helps control spamming on LinkedIn.

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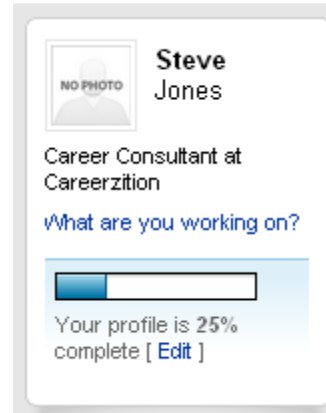
- 7) Repeat steps 5 and 6 until you have allowed LinkedIn to search all of your webmail accounts.

**Tip:** You can easily add more contacts later, so once you have added a few contacts move on to building your profile.

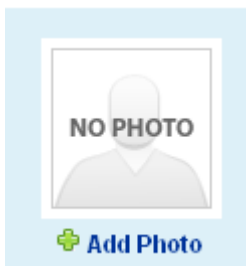
- 8) Start building your profile by clicking “Edit” under the status bar.

They say it’s not what you know, but who you know that matters. In reality, it’s not who you know, but who knows *you* that matters.

Sign up at [www.careerzition.com](http://www.careerzition.com) for a free webinar on using social media to advance your career search.



- 9) To begin building your profile, first add a photo by clicking Add Photo



**Tip:** LinkedIn is considered the “office” Internet-based social websites, so choose your photo carefully and use a business photo.

- 10) After you’ve uploaded your photo, select the option you wish below and click Save Settings.

**My profile photo is visible to...**

- My Connections  
 My Network  
 Everyone

**Save Settings**

**Tip:** Later, you will learn how to search LinkedIn and will appreciate being able to “see” pictures of your search results. You will increase your chances of being found by choosing to allow everyone to see your LinkedIn photo.

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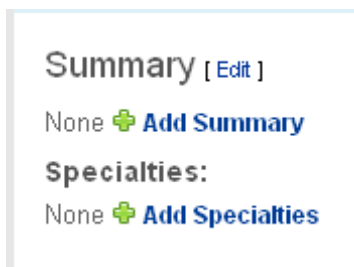
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11) Continue to build your profile by clicking Add Current Position



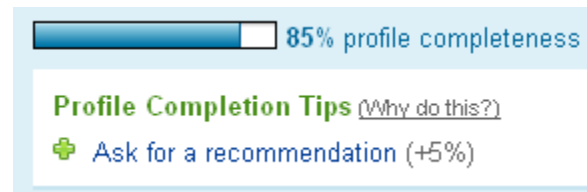
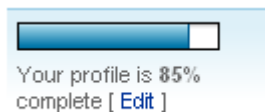
12) Continue building your profile by adding previous employers, education and company website.

13) After completing the above scroll down and add a summary and your specialties.



**Tip:** Summary and specialties are very important and often read areas on your LinkedIn profile. It is recommended that you complete these in a MS Word document and then paste into LinkedIn. This method will minimize grammar and spelling errors.

14) Next, click Edit under your profile completion progress bar on the left. Then, click Ask for a recommendation on the right.



15) Once you receive your first recommendation you will be at 90%; two recommendations, 95% and three recommendations will put you at 100%.

**Tip:** You can begin the steps below while waiting for recommendations to return.

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## The following are ways you can maximize your results with LinkedIn

16) First, customize your LinkedIn public URL by clicking edit.

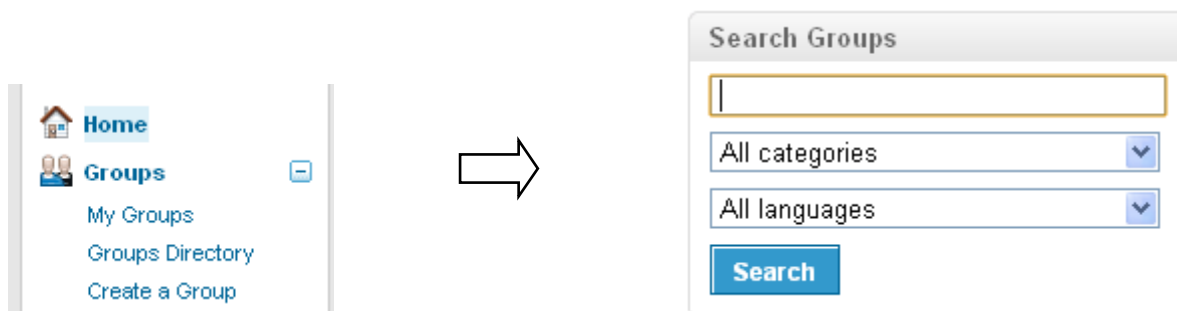


**Tip:** You can use the newly created URL on your resume and in your email signature line. Get a resume critique at [www.careerzition.com](http://www.careerzition.com).

17) After setting your public URL, scroll down, select the items you want visible on your public profile and click Save Changes.

**Tip:** If you're a job seeker then you may want to consider leaving everything checked. The more people can learn about you from your public profile the easier it will be to make a connection - perhaps the connection to land you that next great career.

18) Add Groups by clicking the plus sign next to Groups and selecting "Groups Directory". Next, type a job title, discipline, etc in the blank line and click Search.



**Tip:** Search for and join at least three groups. At least one group should be an alumni group from school or a previous employer. The other two groups should be specific to your industry. Becoming active in groups is the easiest way to quickly get involved with LinkedIn and network with professionals in your industry. People in your group could be hiring managers and recruiters.

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19) Once you have joined a group you'll want to jump into discussions. Click the "Groups" heading on the left and it will display the groups you have joined. On the display screen click discussions.



**Note:** Some groups are open and allow instant joining while others require approval to join. The process on your end is the same for both.

20) Next, you will want to update your "Status" on LinkedIn.

What are you working on?

🗣️ Steve...

Post

Find out how to manage multiple social networks and create an image that is magnetic at [www.careerzition.com](http://www.careerzition.com).

**Tip:** Be strategic in your updates as LinkedIn is considered a "business" social networking tool. Keep your status updates limited to professional-related items.

21) Finally, you will want to monitor your Network's Updates and interact with others in your network. This can be accomplished by two methods.

- First, log in to LinkedIn each day and your homepage will display your network's business-related updates. You can reply privately or publicly, or pick up the phone and call to discuss their update if appropriate.
- Alternatively, you will want to click Account & Settings at the top of the screen. On the next screen under Email Notifications, click Receiving Messages. This is where you can control your email settings. Free accounts with LinkedIn receive weekly updates via email of their Network's Updates.

[Account & Settings](#) | [Help](#) | [Sign Out](#)

**Tip:** Update your status frequently, at least once a week, so your update shows up in other people's weekly digest. There are three types of appropriate status updates. Learn this and more at a free social media webinar at [www.careerzition.com](http://www.careerzition.com).

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There's a whole lot more to LinkedIn and you are encouraged to explore with other sections, including the reading list, polls and more groups. By following the steps in this guide you will be able to gain instant value from your association with LinkedIn.

For more information on using LinkedIn and other social networks to advance your career search, register for a free webinar at [www.careerzition.com](http://www.careerzition.com).