

LinkedIn is a convenient place to connect with business professionals. Networking might feel intimidating to some, but LinkedIn makes it very easy. Some quick tips to start off:

- Connect with as many professionals as you can and start building your network.
- Stay engaged with your network by sharing posts, making status updates, and interacting with other’s posts by liking, comments, and/or sharing.
- Don’t forget that any like or comment you make is seen by others in your network. So, remember to keep it professional!

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## Signing up

1. Go to [LinkedIn.com](https://www.linkedin.com) from your preferred browser
2. Complete the fields in the middle of the screen and click ‘Join Now’
3. At the next screen enter your country and zip code, click ‘next.’
4. At the next screen enter your student and/or employment information. Once complete, click ‘next’. Please note that this information can be edited at a later date.
5. You will then be asked “What are you most interested in?” With the options below. Pick the option that fits your current interest, this feature determines the type of information that is shared with you within LinkedIn.
  - a. ‘Staying up-to-date with my industry’
  - b. ‘Building my professional network’
  - c. ‘Finding a job’
  - d. ‘Keeping in touch with my contacts’
  - e. ‘Not sure yet. I’m open!’
6. Once fields are complete, LinkedIn will send a verification code to your e-mail. Once the email is received, enter it on the corresponding screen and click ‘Verify.’
7. LinkedIn will ask if you would like to import contacts from your email so that connection suggestions can be made. You do have the option to skip this step, however, doing this is an easy way to start finding and building your connections. **[If you opted out, skip to step 11]**
8. If you allowed LinkedIn to access your contacts, a pop-up will appear. It will ask for you to allow this process. You will now see contacts and profiles of other users and can choose to connect with them.

9. You will then be asked if you want to have LinkedIn e-mail contacts that are not on LinkedIn and invite them to sign up. This is optional, and you can skip this if you choose.
10. You will now be prompted to upload a picture for your LinkedIn profile. This picture can be changed at any time. It's best to have a clear, professional-looking headshot of yourself. Once you have selected and adjusted your picture accordingly, click 'Save,' and 'Continue.'
11. You will then be shown a list of topics related to your industry. You have the option to 'Skip,' or 'Follow' any number of these topics. Again, these can be changed at any time.
12. LinkedIn will then suggest people for you to follow. Feel free to 'Skip' or 'Follow' whoever you may like. This can be changed in the future.
13. You will then be asked to provide your phone number so that you can easily download the LinkedIn mobile app. This is optional.

**Your LinkedIn profile has now been created – Now it's time to start completing your education, experience, and skills.**

## **Profile Basics: A good profile makes a great impression.**

A good LinkedIn page has a lot of information about your work, education, volunteer, etc. experience. Remember this is more than a resume, you can include a lot more information.

1. To begin editing your profile, click 'Update Your Profile' located to the left of the screen, under your profile picture.
2. When viewing the page, you can edit any section that has a pencil icon or a plus (+) sign. Click the first pencil icon, located next to your profile picture.
3. An edit box will appear where you can edit your intro (among other sections). Keep in mind that the Headline is one of the first things people read, so it is important to fill this in with relevant and intriguing information. Make yourself known!
4. As you scroll through this pop-up, there is an option to add in your education. This can be kept short, or expansive. List any accomplishments or awards that you have received as well as groups or activities that you were involved in or relevant classes you completed. Once completed click 'Save.'
5. Click 'Add new position' which will lead to a section where you will be able to add past work information. After listing the necessary information (position, company, starting/ending dates), make sure to add a description of your responsibilities. Remember to not add too much text as people may not read everything. Keep it to the top responsibilities and accomplishments. Bullet points are acceptable. Click 'Save'.
6. If you scroll down there is a box titled 'Summary' which should be completed. This box is used to summarize your experience in your career/education and your accomplishments. Include information about your passions, how you work, and any other strength's. [This article](#) has good tips for making a compelling summary.
7. Once you have entered your summary, click 'Save.'
8. Click on the 'Add Skills' icon (if you don't see the icon click the down facing arrow to open the section).
9. Include all skills relevant to your expertise, and simple to understand. You can add up to 50 skills in this section. Once complete, click 'Add to profile' and 'Done'.

10. Once added, scroll to the 'skills and endorsements' section and click the pencil icon. You can now reorder your skills. Choose your top three skills that you want to be prominent on your page by clicking and holding on the three horizontal lines to the right. Drag the skills to the order you desire. Click 'save' when complete. Note: Your connections can endorse you for these skills. You will be prompted to ask any of your connections if they can endorse you. You can also endorse others skills on their LinkedIn profiles.
11. At the top of you profile, there is an option for a header photo behind your profile picture. The default LinkedIn header is fine to keep, but if you want to stand out choose something simple to set as your header photo.

**Congratulations! Your LinkedIn profile is complete!**

## **Networking: Adding Others to your Network**

1. Across the top of LinkedIn's page are several icons. Click on 'My Network.'
2. Across the top or along the left there is a space to enter your email address in order to find people you may know. You may have already done this when you signed up.
3. In the following pop-up, you can select and deselect those you wish to connect with. This is similar to sending a friend request on Facebook. The other user will receive a notification and they have the ability to approve or deny the request.
4. If you have any connections selected, click 'Add connection'
5. This next page is asking you to invite other contacts to join LinkedIn. This can be skipped as it's not necessary.
6. Once you are back to the 'My Network' page, you will notice LinkedIn shows users that you may know. This is based on education and professional backgrounds. I suggest finding a few people you know and clicking 'Connect.'
7. If allowed the option to send a note along with the request, try to include a quick message about how you met this individual. For example, "Great seeing you at the 'XYZ' conference!" This tends to remind people who you are, what you do, and where they may know you from.
8. In the search bar in the top left, try searching for organizations, groups, schools, etc. you have been a part of. Join these groups or follow their pages. Joining groups allows you connect with individuals that may have something in common with you, but you don't necessarily know personally. This is a great way to network with others without having to cold message anyone.
9. As you gain more connections, there will be posts and updates on your LinkedIn homepage (newsfeed). Begin interacting with these posts by commenting, liking, or sharing them to your own page. Anything you comment, like, or share (of course) will be seen by others.

## **Networking: Messaging Users on LinkedIn**

1. At the top of the LinkedIn homepage, there is a Messaging icon. Clicking on this will bring you to the messaging center. Here you can send and receive messages. This is a good place to privately communicate with other professionals.
2. To create a new message, click the icon that is to the left that resembles a pencil on paper.

3. A 'New Message' box will appear. In the space where it says 'Type a name or multiple names...' begin typing the name of someone in your network. With a standard LinkedIn subscription (you can pay to upgrade), you can't send e-mails to those outside of your network.
4. In the lower most box where it says 'Write a message or attach a file' click to put your cursor.
5. Begin your message. You can attach pictures, links and files.
6. After you are satisfied with your message click 'Send.'
7. Once you receive a message back, LinkedIn tends to offer suggested responses you can click on and send or simply type your own message back. This is similar to most chats found on other social media websites. The other user will be notified if their message has been read or not.

## Posting on LinkedIn

1. Besides interacting with other's posts, try posting some of your own content. Post articles you're reading, or what you're working on. This will keep you on your network's radar.
2. To post, there is a section in the top middle of your newsfeed that says 'Share photo, article or update.' By clicking in that area you will be able to write updates, share links and attach photos.
3. Start to consider your **personal brand** and how you want to reflect upon your colleagues/peers/superiors. This means making posts that reflect relevance to your career. Don't stray too far from your personal brand, since it can be confusing for people. Staying on message is a great way to keep people involved and informed.
4. Try to post at least once a day or even begin at 2-3 times a week. Sharing others post is a great way to interact if you aren't comfortable posting your own content!