

# LinkedIn: A Guide for Job Seekers

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:

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

## Signing Up

1. Go to [LinkedIn.com](https://www.linkedin.com) from your preferred browser.
2. Click 'New to LinkedIn? Join now'.
3. Complete the fields in the middle of the screen and click 'Agree & Join'.
4. At the next screen enter your first and last name, then click 'Continue'.
5. At the next screen enter your location: City, State, Country. Then click 'Next'.
6. At the next screen enter your most recent job title, employment type and your most recent company. If you are a student, click 'I'm a student'. Once complete, click 'Next'. Please note that this information can be edited later.
  - a. If you clicked 'I'm a student', then at the next screen enter your current school/college/university, your start year and (expected) end year.
  - b. If you are over 16 years old click 'Continue'.
7. You will be prompted to confirm a verification code sent to your listed e-mail. This is time sensitive and if not confirmed in a timely manner, another code will be sent to the email you signed up with.
8. You will then be asked "Are you looking for a job?" Pick the option that fits your current job seeking status. This feature determines the type of information that is shared with you within LinkedIn, and your response to this question is only visible to you.
9. Once you choose one of the three responses, you will be asked what job title you would consider, what job location you would consider, and if you would be open to remote work. Then click 'Next'.
10. LinkedIn will then ask if you wish to be notified when new jobs that are best fits for you are posted.

11. You will also be prompted if you would like to share with LinkedIn recruiters that you are open to new jobs. You will be given the option to install the LinkedIn mobile app with the presented QR code.
12. Upon clicking 'Next', LinkedIn will suggest people from your current company that already use LinkedIn for you to follow. Feel free to 'Skip' or 'Follow' whoever you may like. This can be changed in the future. You 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 14]
13. LinkedIn will recommend that you follow five companies or people in your industry to start off building your network. You have the option to 'Skip,' or 'Follow' any number of these topics. Again, these can be changed at any time.
14. You will then land on the 'Jobs' section of your new LinkedIn account!

**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, volunteering, and experience. Remember this is more than a resume, you can include a lot more information.

1. To access your profile, go to the top right of your screen labeled 'Me'. Click on the down arrow and click 'View Profile'.
2. In editing your profile, you can edit any section that has a pencil icon or a plus (+) sign to the right of it.
3. You can edit your profile picture by clicking on it.
4. You can also add a background photo behind your profile picture. The default LinkedIn background is fine to keep, but if you want to stand out choose something simple to set as your background photo. Click on the camera icon at the top right of the background photo to upload a photo or add one of LinkedIn's custom images.
5. To edit your intro, click the pencil icon to the right corner of your profile.
  - a. Here you may edit your name, add and specify your pronouns, add or edit your current position, your industry, location, contact information (optional), and your headline/intro. 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!
  - b. 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 not to add too much text as people may not read everything. Keep it to the top responsibilities and accomplishments. Bullet points are acceptable.
  - c. 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.'

6. To add your skills, click on the plus sign to the right of the 'Skills' section under 'Education'.
  - a. Include all skills relevant to your expertise, and simple to understand. You can add up to 50 skills in this section. Once complete, click 'Save'.
  - b. Once added, you can reorder your skills. Click on the pencil icon to the right of the 'Skills' and click on the 3 dots to select 'Reorder'. 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. Close the pop-up when finished. 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 skills on their LinkedIn profiles.
7. For more information visit LinkedIn's [Create a good LinkedIn profile](#).

## **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. In the following pop-up, you can select and deselect those you wish to connect with. This is like sending a friend request on Facebook. The other user will receive a notification and they can approve or deny the request.
3. If you have any connections selected, click 'Add connection'
4. 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.'
5. 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.
6. In the search bar in the top left, try searching for organizations, groups, schools, etc. that 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.
7. 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 reposting them to your own page. Anything you comment, like, or repost (of course) will be seen by others.

#### **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 top right 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 like 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 of your homepage that says, 'Start a post, try writing with AI' With the options 'Media, Event or Write Article'. By clicking on 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!