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## Setting Up a LinkedIn Profile





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## Introduction:

**What is LinkedIn?** This is a question which has many different answers, depending on how people use it. For some people it is little more than an address book, whereas others see it as a business development tool. Recruiters (both internal and external) have harnessed its power to quickly communicate with the jobseeking population, and companies target advertising at members.

LinkedIn themselves describe it as follows:

### Get the most from your professional network

|  |   |  |
|--|---|--|
| <h4 style="color: blue;">Re-connect</h4>  <p>Find past and present colleagues and classmates quickly. LinkedIn makes <b>staying in touch</b> simple.</p> | <h4 style="color: orange;">Power your career</h4>  <p>Discover inside connections when you're <b>looking for a job</b> or new business opportunity.</p> | <h4 style="color: green;">Get answers</h4>  <p>Your network is full of industry experts willing to share advice. Have a question? <b>Just ask.</b></p> |
|--|---|--|

LinkedIn is the world's largest professional networking site with over 75 million users globally and over 4 million in the UK. Members use it to find out about and share opportunities through networking online with their connections.

The following steps will help you create a personal profile page, and network of connections which will grow with your career. These instructions are your quick set up guide. To understand, however, the full power of LinkedIn and the best way of using this professional networking tool please see our full course notes with considerably more detail.

## Registering with LinkedIn:

The 1<sup>st</sup> step towards registration is visiting [www.linkedin.com](http://www.linkedin.com).

The homepage will be as follows (or very similar!)

The screenshot shows the LinkedIn homepage with a navigation bar at the top containing 'Home', 'What is LinkedIn?', 'Join Today', and 'Sign In'. The main content area features a headline: 'Over 75 million professionals use LinkedIn to exchange information, ideas and opportunities'. Below this are three bullet points with icons: 'Stay informed about your contacts and industry', 'Find the people & knowledge you need to achieve your goals', and 'Control your professional identity online'. On the right side, there is a 'Join LinkedIn Today' registration form with fields for 'First Name', 'Last Name', 'Email', and 'Password' (with a note '6 or more characters'). A green 'Join Now' button with an asterisk is present, along with a link for 'Already on LinkedIn? Sign in.'

## Completing the Registration:

This screenshot shows the 'Join LinkedIn Today' form filled out with sample data. The 'First Name' field contains 'Mickey', the 'Last Name' field contains 'Mouse', and the 'Email' field contains 'mickey.mouse@mice.com'. The 'Password' field is filled with 12 dots. A green 'Join Now' button with an asterisk is visible, along with a link for 'Already on LinkedIn? Sign in.'

Use the name you are most commonly known as – this will be a searchable field.

Make sure the e-mail address is in use and portrays your desired impression!

After clicking “Join Now” you will receive an e-mail with a link to validate your registration – click on this to confirm your details.

Congratulations – you have now joined LinkedIn!

## Your Profile:

Once you have completed the verification process, LinkedIn will help you to start building your profile:

Cameron, Let's get your professional profile started

I am currently:

\* Country:

\* Postal Code:

e.g. NW6 1HS (Only your region will be public, not your postal code)

\* Company:

\* Job Title:

\* Indicates required field.

**A LinkedIn profile helps you...**

- Showcase your skills and experience
- Be found for new opportunities
- Stay in touch with colleagues and friends

After you have verified your e-mail address, you will have the opportunity to invite connections – if this is daunting at this stage, simply click on “skip this step” and build your connections when you are more familiar with the site.

This workbook is based on the free (basic) account, so select that at the next prompt.

## Edit Profile:

A powerful profile will be made up of many elements – all of which will make the profile more visible. Use the Profile Completeness Tips at the right hand side of the page to ensure your profile will work hard for you.

0% profile completeness

**Complete your profile quickly**

**Import your résumé** to build a complete profile in minutes.

**Profile Completion Tips** ([Why do this?](#))

- Add a position (+25%)
- Add your education (+15%)
- Add a picture (+5%)
- Add your summary (+5%)
- Add your specialties (+5%)
- Ask for a recommendation (+5%)

Use this function for speed – providing your CV is up to date.

Look out for these links for help and explanations if you are unsure.

## What makes a strong profile:

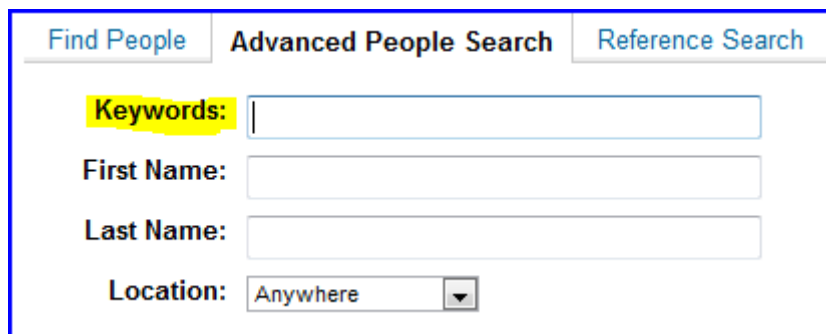
A strong jobseeker profile on LinkedIn has 2 main functions:

- 1) Being easy to find on the site so that you come up in relevant searches
- 2) Selling your skills to your network and prospective employers

LinkedIn helps you with the first point nicely, by showing you how to complete your profile – use the steps highlighted above and you will be well on your way. In addition, you must ensure that your free text includes key words which are specific and pivotal to your target audience. The easiest way to find these words is to highlight the phrases which are used in adverts, blog postings, profile pages written for your industry.

## Where are these keywords used?

These are often used by recruiters, or service purchasers in the advanced function of the people search. After clicking on the “advanced search” link at the top right hand side of the people search function, a criteria page will be visible – the keywords are the first – and in some cases the only part of the search function which are used.



The image shows a screenshot of the LinkedIn search interface. At the top, there are three tabs: 'Find People', 'Advanced People Search' (which is selected), and 'Reference Search'. Below the tabs, there are four search criteria fields: 'Keywords:' (highlighted in yellow), 'First Name:', 'Last Name:', and 'Location:'. The 'Location' field is a dropdown menu currently showing 'Anywhere'.

Tip: Using a computer which does not remember your log in details, search for yourself on these keywords – can you make some adjustments to appear higher up the rankings?

## Selling your skills:

The other sign of a strong profile is one that captures the viewer’s attention through presenting their career as a value proposition to them – in other words, highlighting what you can bring to their organisation, rather than listing what you have done. Dig out appraisals, testimonials and other evidence of success to work into your profile.

## Building Your Network – Making Connections

Now your profile is easy to find and selling your skills, we need to work on an audience for it and start building your own network of contacts. LinkedIn will prompt you to do this every time you log on until you have started, so don't worry about skipping the step until you are ready.

### Who should I connect with?

Before technology starts making suggestions for you, it is important to remember why you are using LinkedIn and what you want to get out of it. Only connect on this site with people who you feel would add benefit to you – you do not have to connect with everyone in your address book! Also remember LinkedIn is about making value connections so we would always recommend you personalise your invitations to connect rather than use the standard format provided by LinkedIn.

### E Mail Contacts:

LinkedIn can work its magic and search through the connections on both your web based e-mail accounts (such as Yahoo, Gmail, Hotmail etc) as well as your desktop contacts if you are using Outlook. This is the easiest way to start building a powerful and supportive network – with people who already know you!

### Stay in touch with colleagues and friends

Searching your email contacts is the easiest way to find people you already know on LinkedIn. (eg. hotmail.com, gmail.com, yahoo.com, aol.com)

Your Email:

Email Password:

Do you use Outlook, Apple Mail or another email application?  
[Import your desktop email contacts.](#)

We will not store your password or email anyone without your permission.

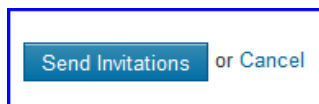
NB – you remain in control of who receives an invitation.

Once LinkedIn has searched your contacts, you will see a list looking something like this:

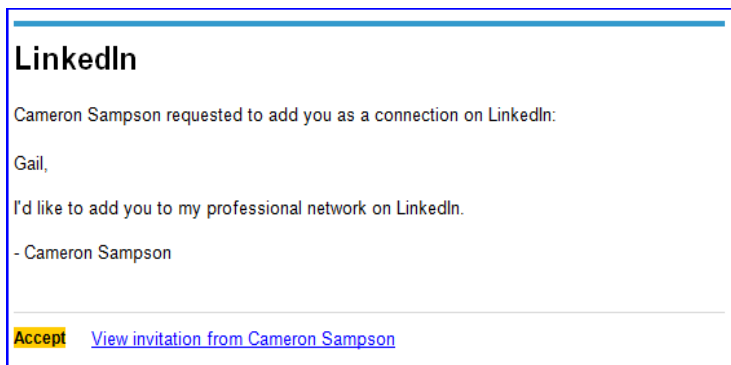


Connections who are already on LinkedIn are clearly marked with the In symbol (and often a photograph will appear) and those who are not will be listed by name only.

To select those who you would like to connect with, simply put a tick in the box to the left hand side of their name – to remove a tick, simply click again on the box. Once you have been through your list, click on the send invitation button:



You will be notified that these have been sent by a message at the top of the screen informing you of the number of invitations sent and they will each receive an e-mail which looks like this:

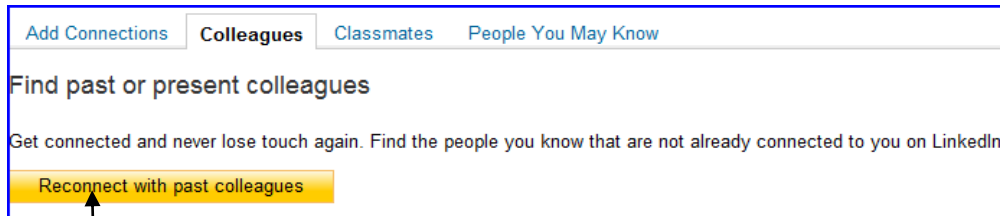


## Other ways to find people:

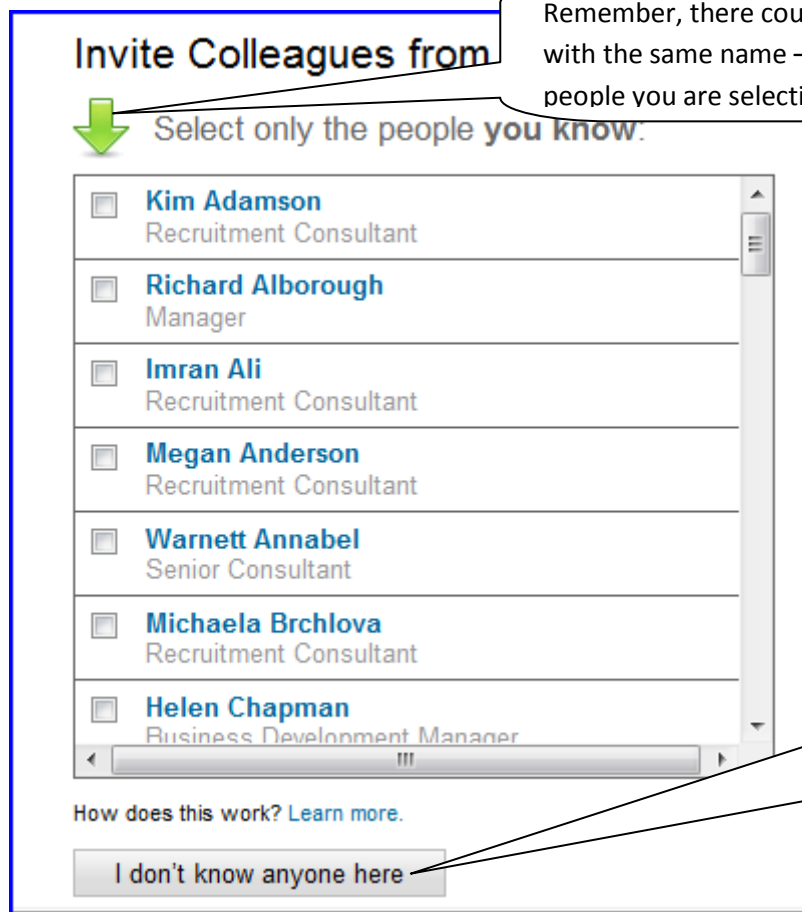
It is not unusual to have lost contact with former colleagues for one reason or another – assuming your profile is up to date, you can use LinkedIn's built in search to have former colleagues highlighted to you. If you wish to connect with someone this way, you need to send them an internal invitation – these steps are illustrated on the next page.



Go to the Contacts section on the menu bar at the top of LinkedIn – in this category, select the “colleagues” tab. You will see the following instruction:



After clicking here, you will see a list of possible connections to make.



Remember, there could be 1 or more company with the same name – make sure you know the people you are selecting!

Use this button – LinkedIn stores your selections to avoid time wasting in future searches.

There are similar searches for classmates and, once you get started, people you may know through your network to select from. It is worth checking these regularly to keep your network up to date.



### **Next Steps:**

Once you have set up your profile and started to familiarise yourself with LinkedIn, you are then ready to use it as an important part of your job searching activity. Remember LinkedIn is a professional tool used by recruiters and recruiting managers so should feature in your regular job hunting activity plan.

LinkedIn is a vital part of a proactive self marketing strategy which needs working on regularly; joining relevant groups, engaging with target companies, making & receiving introductions, becoming a subject expert – all of these will help you reach a target audience – let us show you how in our LinkedIn Course for Job Hunting here at The Job Hunt Club.