

How to Create a LinkedIn Account

The Basics

Go to www.linkedin.com . If you want to learn more, click on the “What is LinkedIn?” option on the menu across the top of the page. If not, go ahead and sign up by entering your name, email and a password in the “Join LinkedIn Today” box on the right of the screen.

Confirm your account through your email address. Once you’ve done this, sign in and get started.

Edit your profile. LinkedIn has made editing and updating your profile quick and easy, so there’s absolutely no need for advanced technical know-how. Enter your sub-heading, area and industry underneath your name, and add a profile picture of yourself.

Edit your qualifications. Add your current and past employment as well as your education. Be sure to include descriptions of your past jobs and degrees earned, this way people will be able to more clearly see your experiences and know what to contact you for. Keep them short, sweet, and informative.

Add a Summary. This is a chance to write a more in-depth paragraph to give people an idea of where you stand now in your career, what your strengths are, where you want to go and what you have to offer.

Add Specialties. This is directly below and acts as an extension of the Summary section. You can list specific skills and areas of expertise.

Add Connections. You can have LinkedIn search through your email address book to find people you know. You can also search by a person’s name, job title or company.

Join Groups. Go to Groups. Click on Groups Directory and enter a keyword. You can also join groups that are suggested to you in the Groups, click on Groups you may like.

Advanced:

Add Websites. Link in your company’s website, your own personal site, your blog, and / or your Twitter account. This will allow visitors to your page to see different aspects of yourself. Be cautious of linking in your Facebook page if you have questionable photos of yourself - or your Twitter depending on the language of your tweets.

Get Recommendations. If you’re trying to find a job through LinkedIn, it is suggested that you have at least three professional recommendations. Ask your former bosses or colleagues. Return the favor and recommend others as well.

Add Applications. These are not necessary, but can make your profile more complete. For example, you can add Blog Link for a stream of your blog or other website updates. You can add the ReadingList application by Amazon to let everyone know what books you’re reading and which ones you recommend. With other applications, you can share files or presentations.

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<http://learn.linkedin.com/new-users/>