

# MAKING AN IMPRESSION ON LINKEDIN

WHY LINKEDIN? People looking for a job should know that **77% of all job openings** are actually posted on LinkedIn. Furthermore, **48%** of all job postings posted on LinkedIn are **never posted anywhere else**.

## LINKEDIN 101 – THE OVERVIEW

### WHAT?

- Social networking tool and resource for business professionals
- Contact management system
- Recruiting resource for candidate searches
- Available to anyone for FREE

### WHO USES & WHY

#### PROFESSIONALS

- *Powerful job board*
- *Build one's personal brand /rank one's name on Google*
- *Maintain contacts and tap into industry news*

What is your reason for using LinkedIn? What are you hoping it will do for you?



Keep this in mind as you not only set up your profile / adjust it but also how you “use” the platform.

## GETTING STARTED – [WWW.LINKEDIN.COM](http://WWW.LINKEDIN.COM)

A screenshot of the LinkedIn sign-up page. The browser window shows the URL: https://www.linkedin.com/signup/cold-join?trk=guest\_homepage-basic\_nav-header-join. The page has a teal background with the LinkedIn logo at the top. Below the logo, the text reads "Make the most of your professional life". There are two input fields: "Email" and "Password (6 or more characters)". Below the password field, there is a line of text: "By clicking Agree & Join, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy." At the bottom, there is a blue button labeled "Agree & Join" and a link that says "Already on LinkedIn? Sign in".

Sign Up | LinkedIn

https://www.linkedin.com/signup/cold-join?trk=guest\_homepage-basic\_nav-header-join

LinkedIn

Make the most of your professional life

Email

Password (6 or more characters)

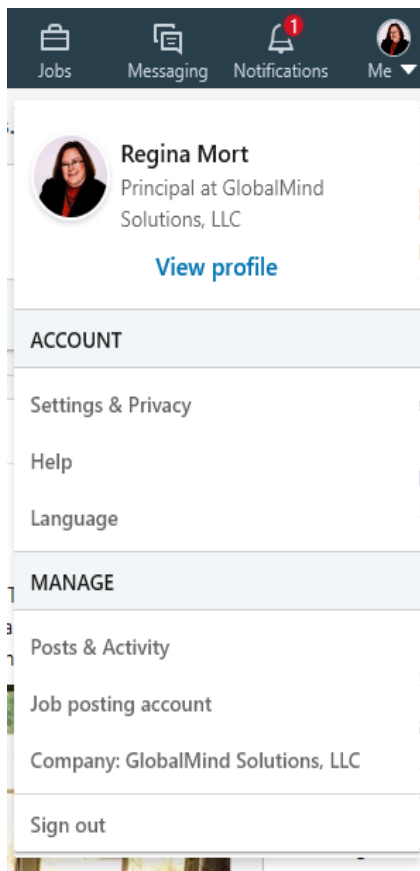
By clicking Agree & Join, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

Agree & Join

Already on LinkedIn? Sign in

# LINKEDIN 201 – YOUR PROFILE

## SETTINGS & PRIVACY



### UPDATES/BROADCASTS

[Me – ACCOUNT – Settings & Privacy – Privacy - How others see your LinkedIn activity – Share job changes, education changes, . . .](#)

- When to “turn-off”
- When to “broadcast”
- Add'l Notes:

*REMINDER: Wait 24 hrs after making changes to adjust broadcasting on or off*

## EDIT YOUR PUBLIC PROFILE

[Me – ACCOUNT – Settings & Privacy –Privacy - How others see your profile and network information – Edit your public profile](#)

- Consider your profile public visibility and what makes sense for you and your situation
- Customize your URL for your profile
- You may also edit content from this page

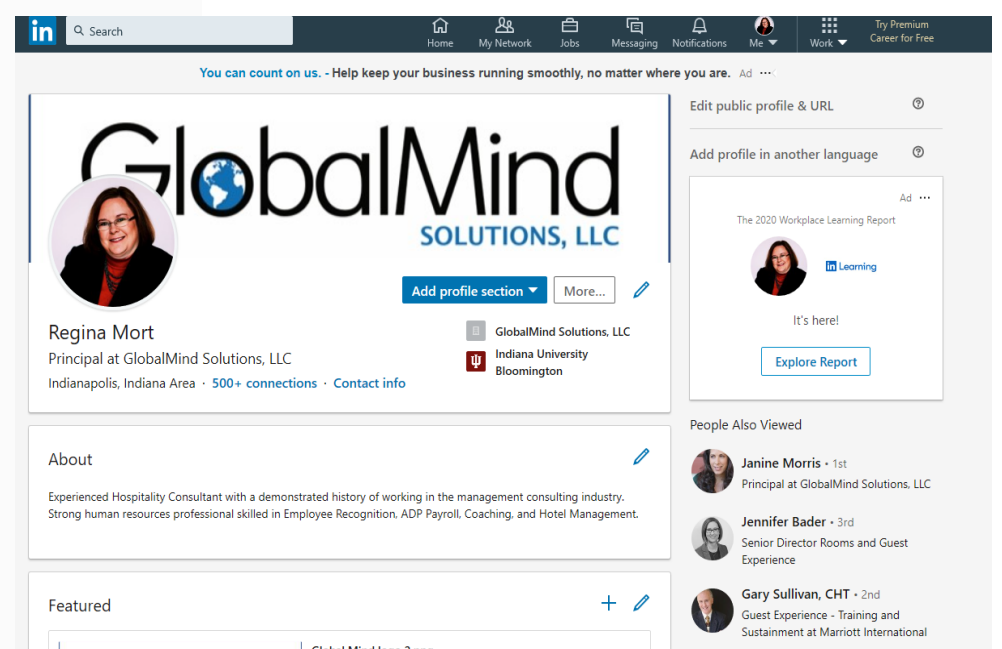
## EDIT YOUR EMAIL

[Me – ACCOUNT – Settings & Privacy – Account – Email Addresses](#)

- Personal vs. Business email
- Keep up-to-date

## WHERE TO SPEND YOUR ENERGY – YOUR PROFILE

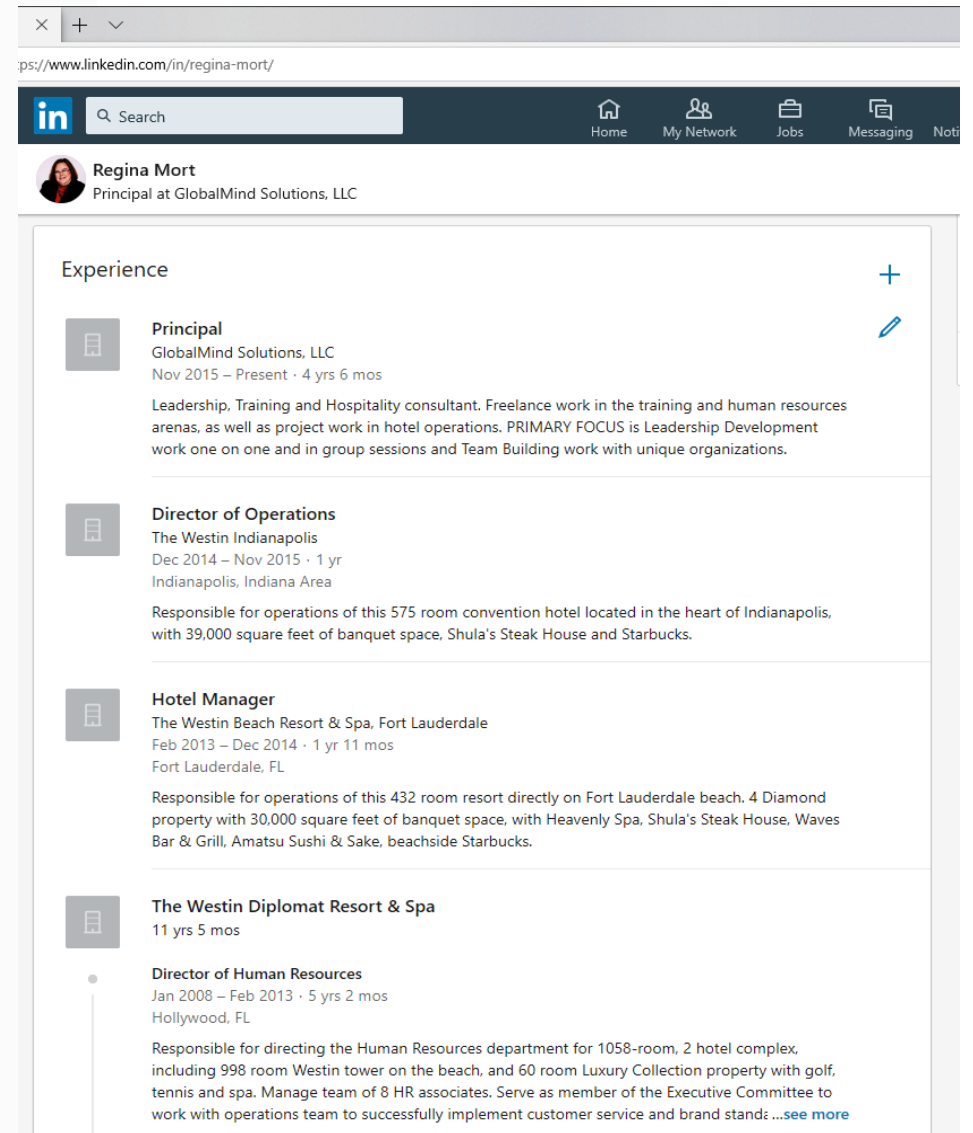
- Name
- Photo
- Profile Headline
- Public Profile URL



# LINKEDIN 201 – YOUR PROFILE (CONT.)

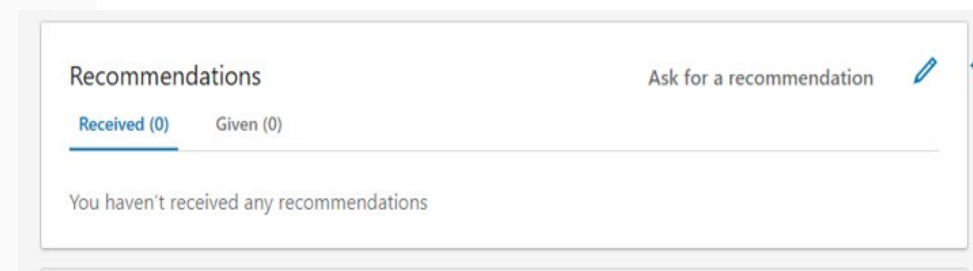
## WHERE TO SPEND YOUR ENERGY – YOUR PROFILE (CONT.)

- Summary
- Experience
- Education
- Skills
- Recommendations



## FUN PARTY TRICKS

- RECOMMENDATIONS: One way of increasing engagement in your profile and it stronger, is to have good recommendations.
- HOME / NEWSFEED: Landing page / post, comment, like, etc.
- VIEWING OPTIONS: Strategically decide if you want others to know your are looking at their profiles  
[Me – ACCOUNT – Settings & Privacy – Privacy - How others see your LinkedIn activity – Profile viewing options](#)



## LINKEDIN EXTRA CREDIT

### PAID UPGRADES

### “JOBS” TAB

### “MY NETWORK” TAB