

Getting Started With LinkedIn



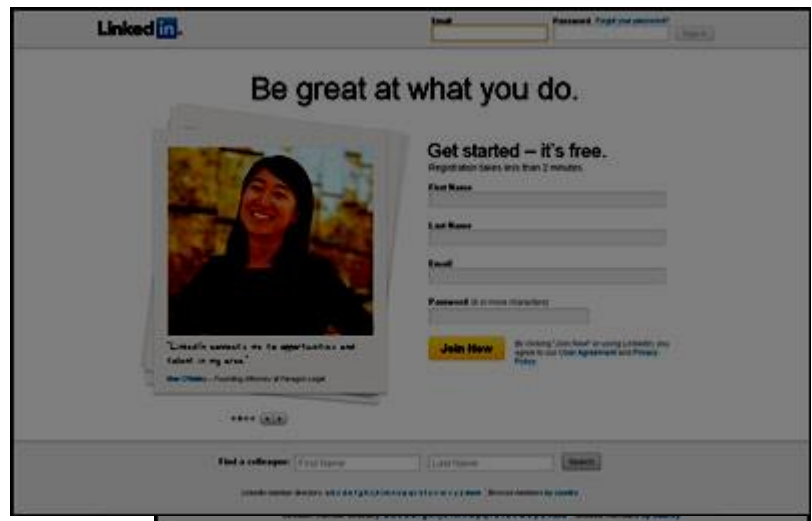
Using LinkedIn as a business tool is a great way to share with people what your business is doing and to keep your company on the map. You can also share promotional items or blog posts written by your team with your connections.

Additionally, if you're looking to hire you can also let the LinkedIn community know by

posting hiring information under the "jobs" page. The same goes for if you're looking to do business with another company- that other company's stats and information are easily available and accessible for you on their LinkedIn page.

Just don't forget to keep your page active. Even if you are not currently promoting anything, you can still be posting relevant business articles, videos, links, etc. that your connections can benefit from.

With over 150 million subscribers to the site, membership is growing at about two new members per second



LinkedIn Checklist

You should have a few things in place before you begin creating your LinkedIn account.

- **Username** - Keep in mind a username that you would like to use for your account. This will be how other users find and the name that will be used to represent you. Try to use your company name whenever possible, and try to be consistent with any other social media profiles you have already created.
- **Bio / About Me** - This will be the basic information that you want to use to describe yourself or your business. Try to keep your information short and to the point, but also be descriptive enough for users to understand the purpose of your profile.
- **Profile Picture** - You will be able to upload an image to represent your business in the account creation process. It is common to use a logo, head shot, or even image of your office or building. Be creative and professional with your profile image. Using the same profile image across all of your social profiles is recommended, but not required.
- **Website** - Don't forget to include your website URL if you have one, so that new fans can find, visit, and contact you for further information.

Create Your LinkedIn Account

Every company listed on LinkedIn must have at least one managing account, (or [administrator](#)) in order to have a company profile. If you already have an account, you may skip to step 8. Otherwise let's get started by creating your personal account, which you will later use to create a company page. Open up your web browser and navigate to www.linkedin.com.

Fill In Your Basic Information

Once you get to the home page, you will see a form on the right. This is where you will fill in your basic information, your first and last name, the company email address you would like to associate with the account, and the password to log in to the account. Make sure you choose a password you can remember, but others won't be able to guess. Click the Join Now button to continue.

Note - Your email address will act as your username and should be connected with your business if possible, so if possible choose an email address that uses your company's domain name if you have one. (example: JohnDoe@MyBusiness.com).



Enter Your Personal Information

Once you click **Join Now**, you will need to start filling out your personal information. LinkedIn uses this information to determine your general location, as well as your current employment status. Once you have completed, click on the Create **My Profile** button.

Connect With Your Contacts

Next you will be presented with an optional step. LinkedIn will attempt to use your contact list from your email provider to search its database, and find people who you may know or may have worked with in the past. Simply enter your email address in the form and LinkedIn will complete this step in another window. You can complete this step or press continue to move on to your profile page.

Note - You can complete this step at any time from your LinkedIn profile page, which we will discuss in a later step. You will also be able to search for companies and individuals who you have done business with manually as well.

Confirm Your Email Address

Now that you have successfully created your LinkedIn profile, you will be asked to confirm your email address. Confirming your email address lets LinkedIn know that the information you provided is correct. Simply open another browser and navigate to your email. You should see that you just received an email from LinkedIn. Click on the link inside the email to confirm your account.

It can take several minutes for your confirmation email to arrive. If you do not receive your email, make sure to check your spam folder in your email client.

Log In To Your Account

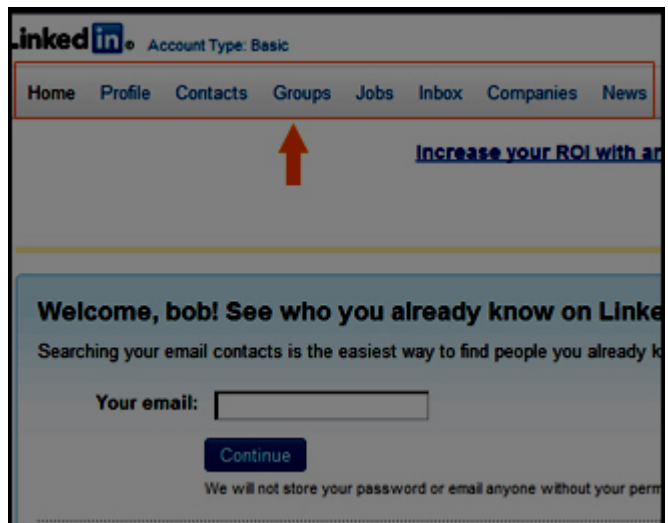
Now that you have a personal LinkedIn Account, it's finally time to create your business profile page. You will need to sign in to your account first before you are able to create the company profile. Enter the email address you used to set up the account in the username field and your password, and click on the **Sign In** button to continue.

The account that you sign in with when creating the company profile will become the administrator for the business account.

Add A New Company

Once you log in, you will see your linked in profile has been created. At the top of the screen, you should see the navigation with several options if you are logged in, Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, and News. We will explore these options later. For now, let's start by navigating with your internet browser to www.linkedin.com/company/add/show to get started with the company page.

It can take several minutes for your confirmation email to arrive. If you do not receive your email, make sure to check your spam folder in your email client.



Enter Your Company Information

Enter the name of your business and your work e-mail as well as your business information (i.e. zip code, your job title, industry etc.)

Be sure to populate as much information as you can about your business. The more information you provide about the business, the more likley the chances that people will be interested in your company.

Add New Contacts

Again, LinkedIn will attempt to simplify the process of suggesting individuals to add to your network by searching for them in your email contacts. Once you have selected the contacts you wish to add, create your message they will see as a request to add you to thier networks, then click continue.

This step is optional at this point, and you may skip it if you wish to manually add new contact to your network later on.

Validate Your Email

You will now need to validate your email to ensure that the information you provided in the earlier steps are correct. Navigate your web browser to the email that is associated with the account, and locate the confirmation message sent by LinkedIn. Click on the link provided to complete the validation process.

Edit Your LinkedIn Profile

Now that you have created your accounts, let's add some more information to fill out your profile. Go to your linked in profile page, and then in the navigation area at the top, click on Profile - Edit Profile.

The steps you will follow here will apply to both a personal account as well as a company profile.

Add Details To Your Profile

Now you will arrive at the profile details page. You will use this page to add detailed information to your profile that others can use to locate you, and LinkedIn can use to suggest people you may know. You can add links to your twitter page, your website

urls, connections, and more. It is suggested that you add as much information as possible to make your profile robust.

Add A Photo For Your Profile

Click the **Add Photo** button on the edit profile page. Select a compelling photo for your LinkedIn profile. This photo will accompany anything that you post to your LinkedIn account, as well as show up on your connection requests, and be visible to anyone who views your profile.

Since LinkedIn is considered a professional social media platform,

it is suggested that you use a professional picture to represent your account. Some common examples of LinkedIn profile photos are a simple headshot, or a small logo image.

Request Recommendations

LinkedIn has a powerful and unique feature called recommendations. This feature allow you to request recommendations from people in your network who have worked with you or worked for your business, or even someone who has used your services. Recommendations are a valuable part of your LinkedIn profile, and show that you offer quality services, much like references on a resume..

Others will also have the opportunity to recommend you by viewing your profile without a request being sent. Recommendations are completley optional but definitley improve your LinkedIn profile.

Contacts

Now that your account has been set up, lets explore some of the other tools that come with your LinkedIn profile. There is no better way get comfortable with LinkedIn than to explore the sites many various tools for yourself. Let's begin with the contacts panel. From your LinkedIn profile, in the navigation bar, click on contacts.

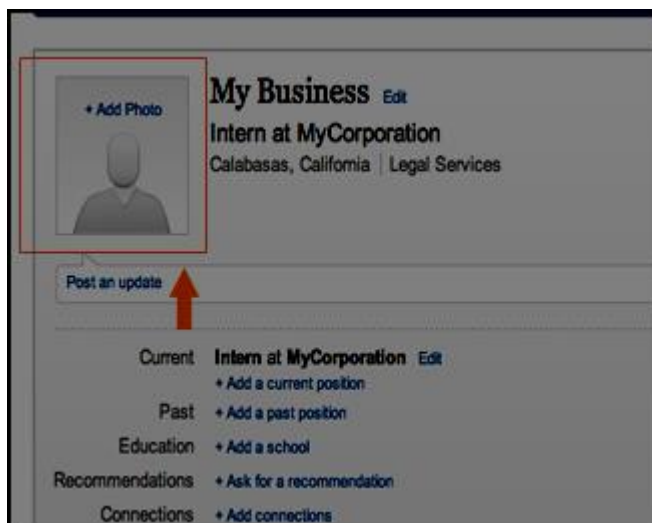
Contacts > Connections

The connections tab of the contacts area offers you a view of your existing contacts, and are organized in various ways. You can view your connections by companies, locations, industry, or recent activities. This panel is a powerful way to view and organize your LinkedIn Contacts.

Others will also have the opportunity to recommend you by viewing your profile without a request being sent. Recommendations are completley optional but definitley improve your LinkedIn profile.

Contacts > Imported Contacts

The imported contacts panel displays the synchronization data between your device and LinkedIn. It allows you to view all of the contacts that exist in your device but not included in your network, so that you can be sure to add all of your contacts on



LinkedIn. It also allows you to organize those contacts alphabetically making it easier to search.

Contacts > Profile Organizer

The profile organizer is an advanced tool which allows you to organize and manage profiles to a convenient workspace. It includes tools to help you keep track of profiles which you consider important. This is an advanced feature not included with a basic LinkedIn account, and will not be covered at this time.

Contacts > Network Statistics

The network statistics are provides an overview of your LinkedIn profile and important statistics for your business. It

provides information about your total connections, connections two degrees away, and connections 3 degrees away. It also displays regional information, or the locations of your connections geographically.

You may choose to leverage this information to determine more about your network, and for your business it may help to know what your geographic strengths and weaknesses are.

Groups > Groups You May Like

LinkedIn analyzes the groups you are already enrolled in, as well as the information you entered into your profile to make a guess about what groups you may wish to be a part of. For instance, if your business is an electronics company, you may find that LinkedIn has suggested several related groups in the industry of electronics.

LinkedIn only makes informed guesses about the groups you may be interested. Don't worry if groups that don't pertain to your industry are recommended, it does not mean that there is a problem with your profile.

Groups > Groups Directory

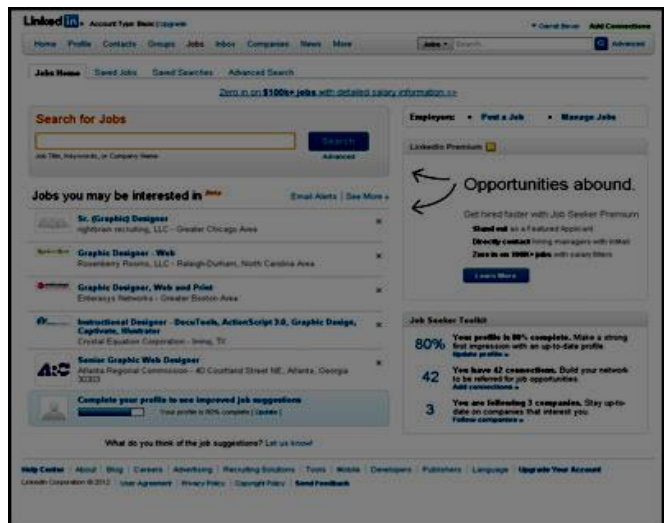
LinkedIn users have created thousands of groups that you may join. The groups directory only lists a small portion of those groups. The groups listed here are generally only the "featured groups". Check back often, because these groups listed may change as new groups are created by LinkedIn members.

You are also able to search groups. On the upper left hand side of the page, you will see a search panel with several options. This allows you to enter a keyword or industry type, as well as a category, and view only the groups that match those items.

Groups > Create A Group

LinkedIn allows you to create a custom group based on any criteria that you may choose. You will be able to create a groups logo, a group name, an overall summary of the groups purpose, a full description of the group and more. You can even set parameters that allow access publicly or only by approval. Forming a group that others will be interested and engaged in can help your business get valuable exposure on linked in.

Creating a group is an advanced feature of LinkedIn. You should become comfortable with the basic workings of the site before attempting to create a group.



Jobs

The jobs portion of your linked in profile can be a very powerful tool to help you find employment, or hire new employees. This section of the site is fairly self explanatory. You can do a search for LinkedIn job postings, as well as create a listing that others can find if you would like to offer a position. You may also manage your listings if you have posted several positions at one time.

You can also utilize job seeker premium, available with an extra monthly fee. This tool allows you to manage your job applications and connect directly to potential employees through your LinkedIn account.

Inbox

LinkedIn provides a private messaging system, not unlike what you would find in an email client or other social media platforms. The inbox will show you new and past messages you have received from members of your network, and will also allow you to reply to these messages privately. It also includes the invitations panel, which displays requests from others to join their network as well as suggestions of people you may know or wish to connect to.

If you have just created your account, this area is likely to be empty at the time being. LinkedIn will notify you when you receive a message.

Companies

The companys tab in the navigation allows you to search LinkedIn's networks for company listings. This can be a valuable tool if you are searching for a company specifically and do not want to retrieve individual listings in your search query. The drop down will also list other companies that you are associated with, and provide a quick link to thier profiles.

For individuals looking for employment, the companies panel is a good way to bookmark potential employers and receive all the latest updates and postings from the potential employers.

News

LinkedIn provides a free news panel with up to date information. LinkedIn will attempt to serve you news and articles that relate to your industry. It includes valuable business tips, as well as links to top sources and thier news feeds as well.

