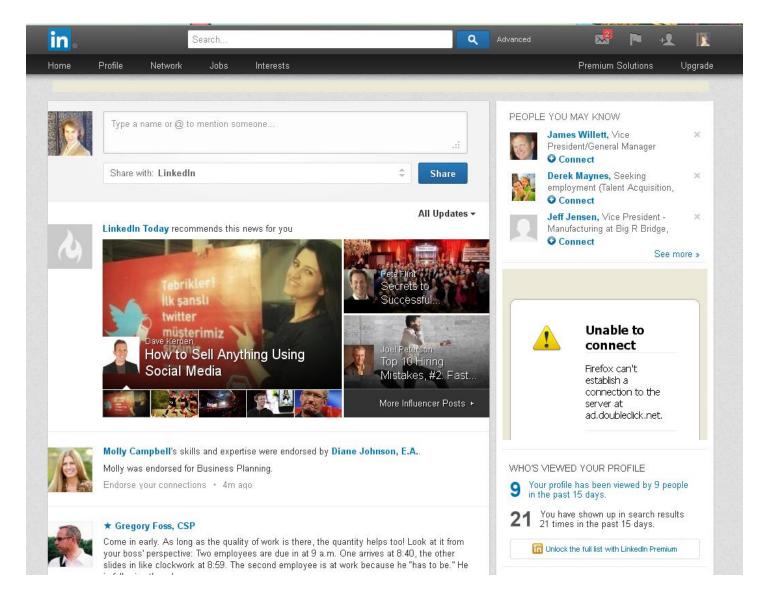


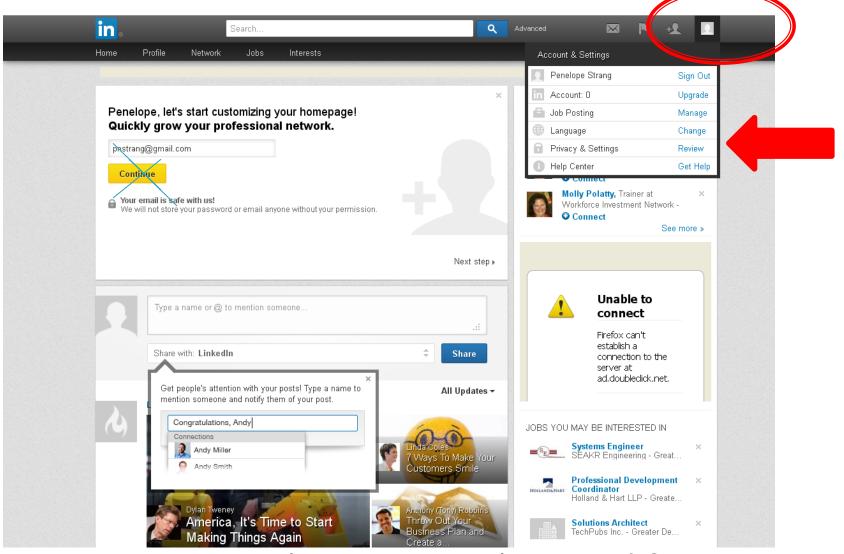
Linkedin Basics

## Linkedin Information

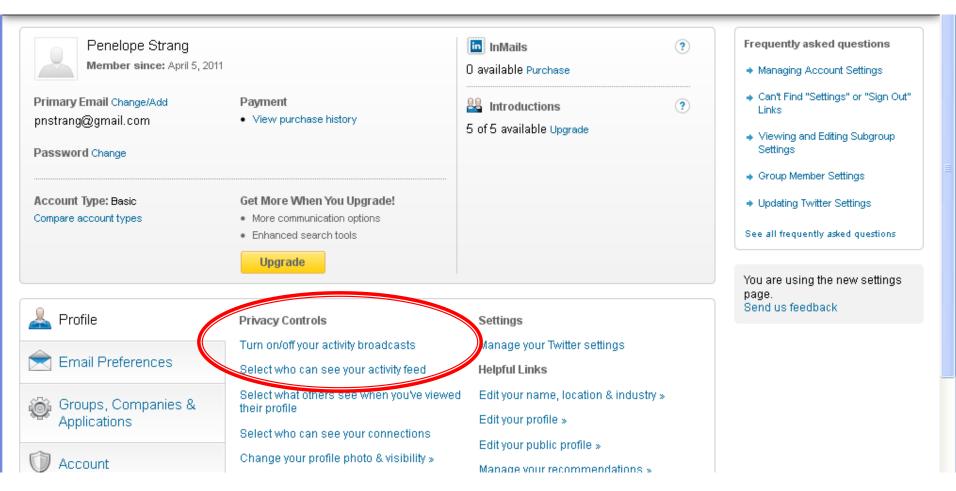
- What do you know about Linkedin?
- Why sign up on Linkedin?
- What is it for?
- How can it help me?



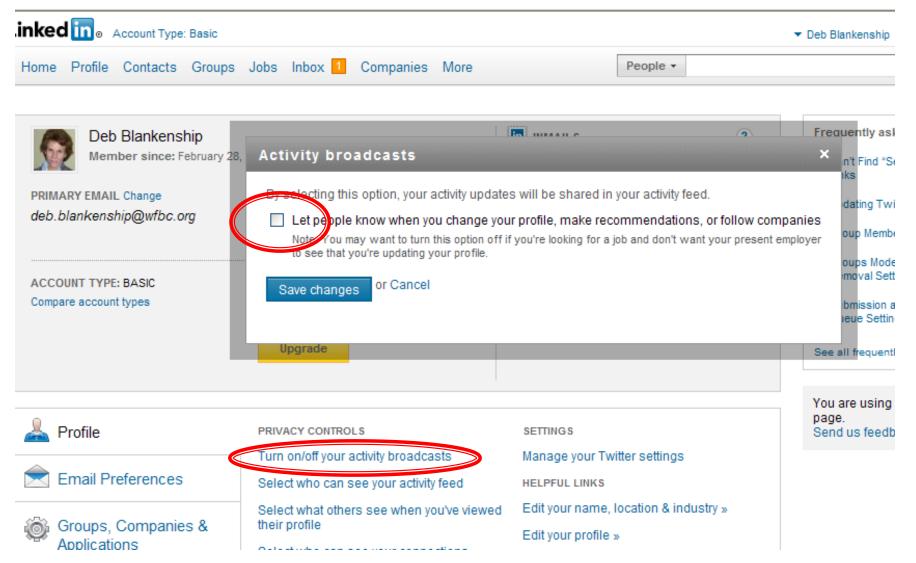
Your LinkedIn Home page contains news articles, blog posts, and updates from people you are connected to on LinkedIn.



Control your privacy on the **Privacy & Settings** page. To find it, locate the picture icon at the top right of the page. then click on **Privacy & Settings**.

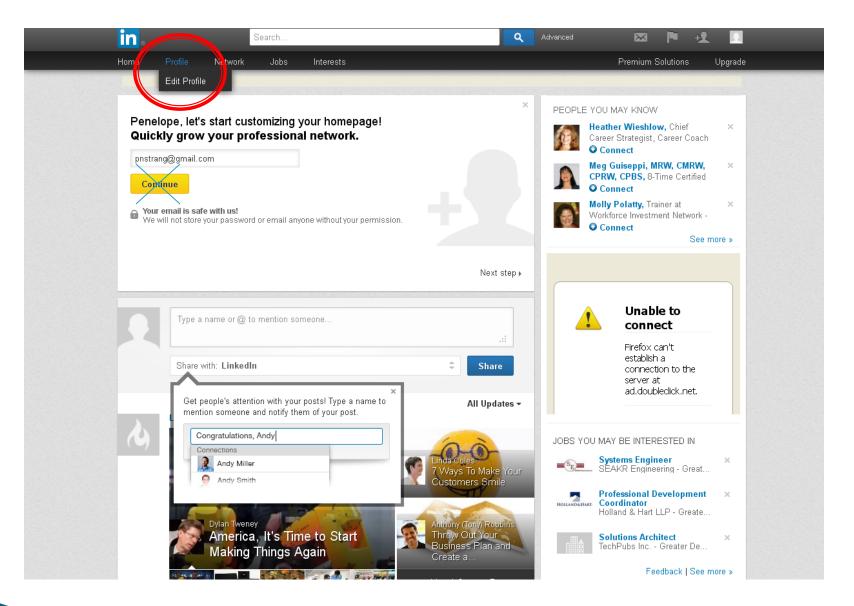


Turn off your activity broadcast and activity feed before creating your profile. When you are ready, you may turn them back on so others can see when you make changes to your LinkedIn Profile.

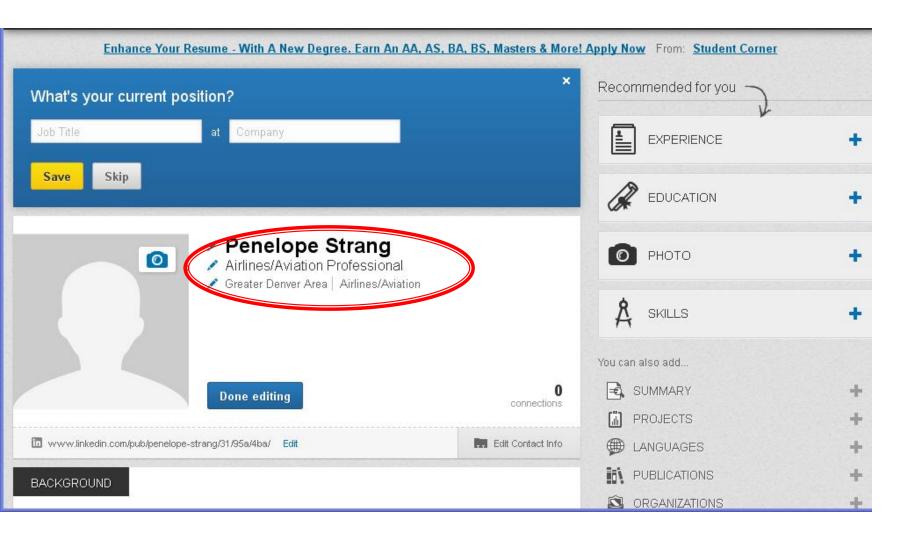


Every time you make a change to your LinkedIn profile, all your Connections will be notified. While creating your profile, consider turning off your activity broadcasts. Be sure the box is unchecked.

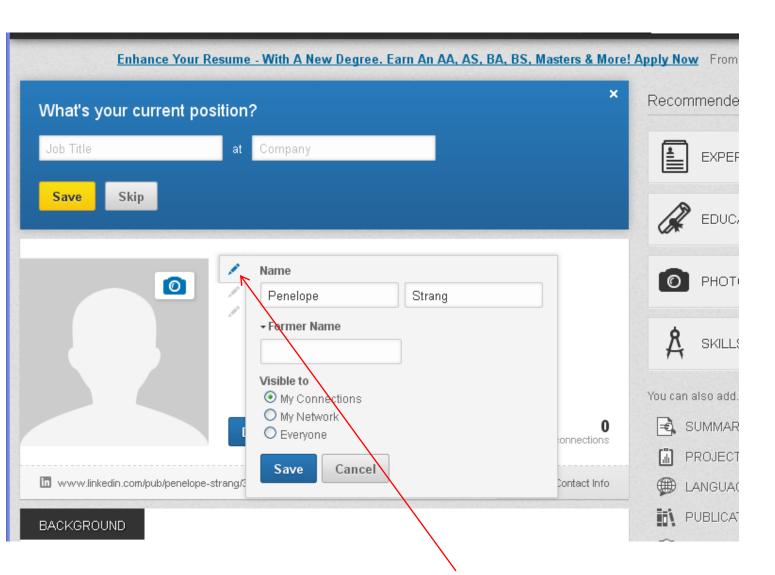
## Creating a Profile



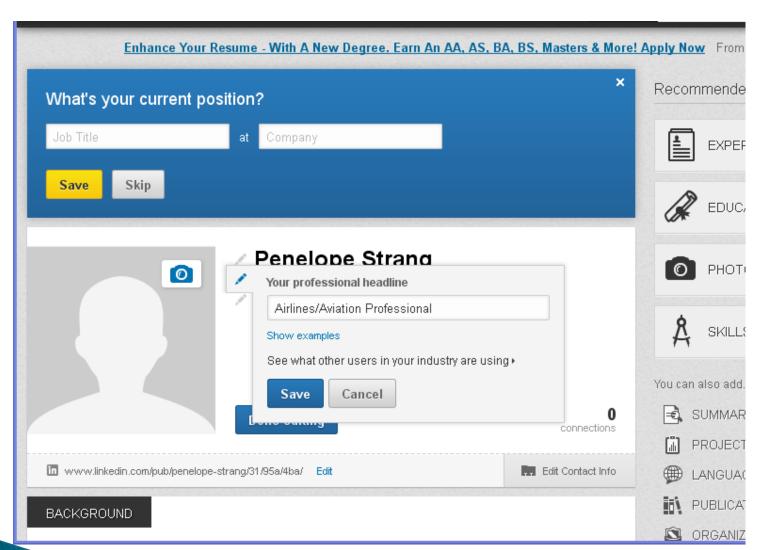
Mouse over **Profile**, then click on **Edit Profile**.



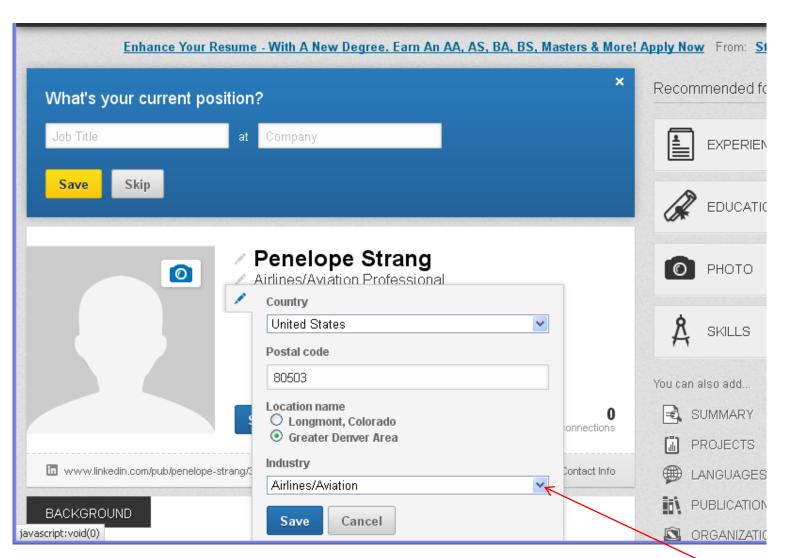
This is your Edit Profile page. Here you build your profile by adding a professional photo and information from your resume. You can also make changes to your existing information.



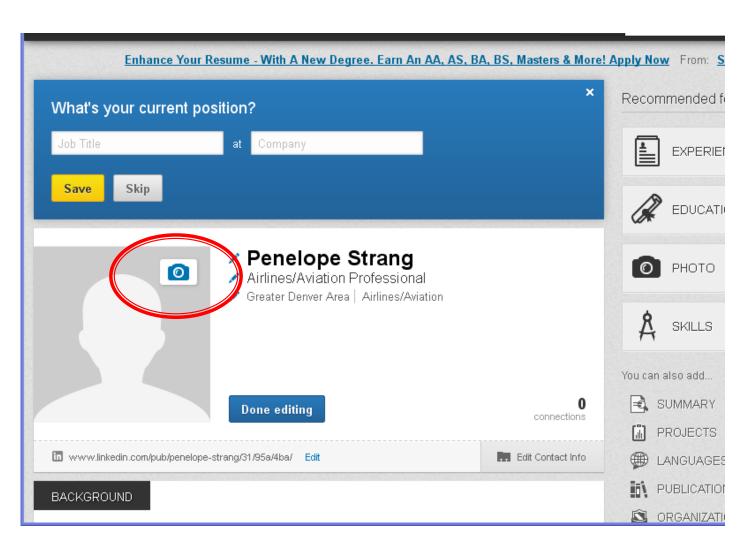
By clicking on the **pencil icon** next to your name, you can make changes as necessary, and include a former name.



Your professional headline can hold up to 120 characters. Write in the job you want and add keywords.



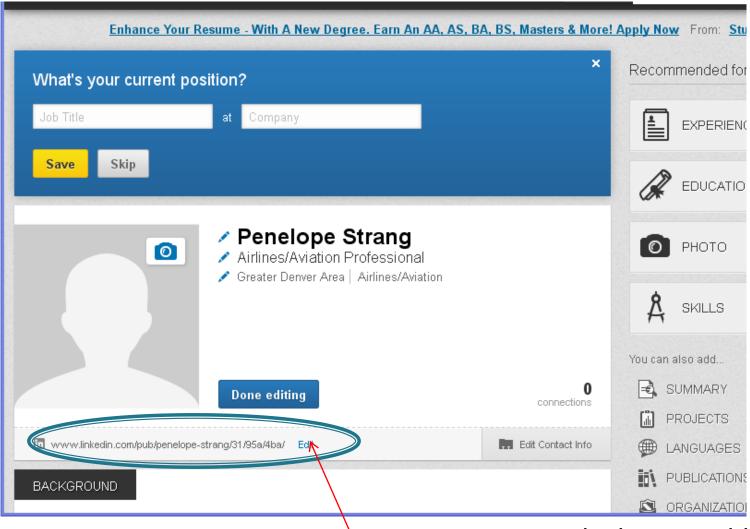
Here you can choose your town's name or Greater Denver Area. Choose your industry from the drop down list.



Click on the camera icon to upload a photo.

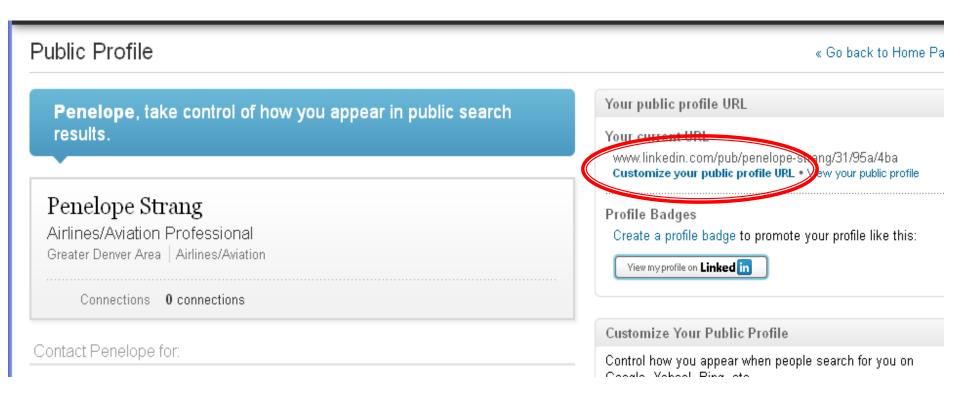
Current Photo	Upload a Photo You can upload a JPG, GIF or PNG file (File size limit is 4 MB).  Browse
	Upload Photo or Cancel  By clicking "Upload Photo", you certify that you have the right to distribute this photo and that it o
	Blog   Careers   Advertising   Talent Solutions   Tools   Mobile   Developers   Pub

Use a recent, high resolution, tight head shot. Click on the **Browse** button to upload a photo previously saved to the computer or disc drive.

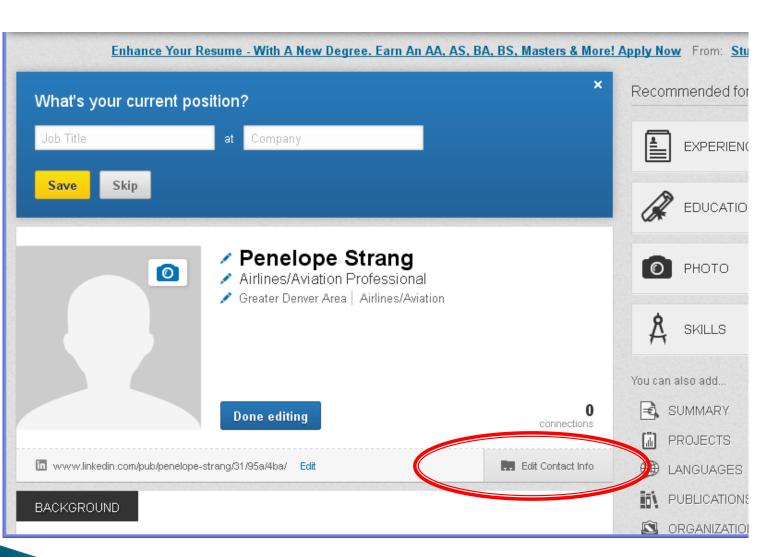


LinkedIn will automatically assign your profile a unique URL address.

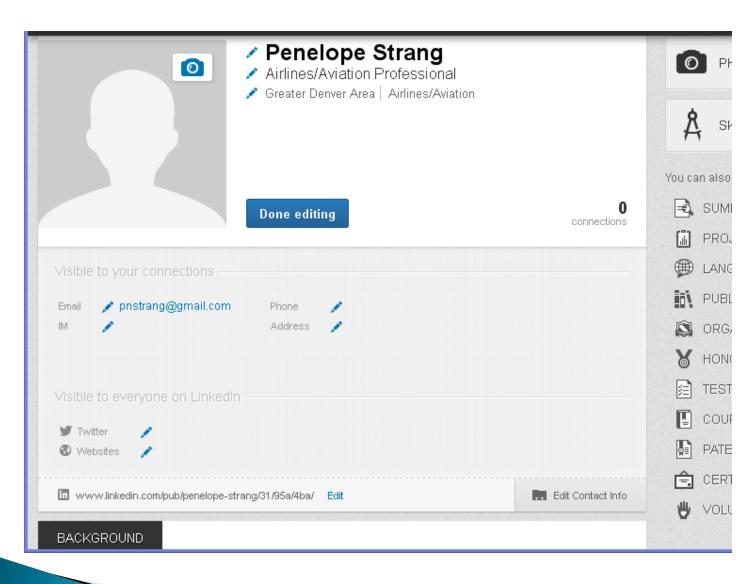
You can customize your LinkedIn URL address by clicking on the **Edit** to the right of the address (optional). This will take you to your **Public Profile** page.



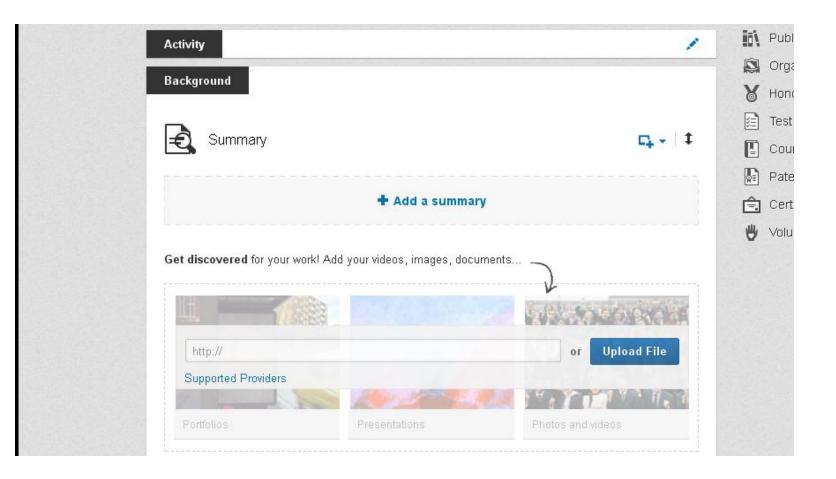
On the Click on "Customize your public profile URL" to change your URL. Detailed instructions will be given.



Click on "Edit Contact Info"

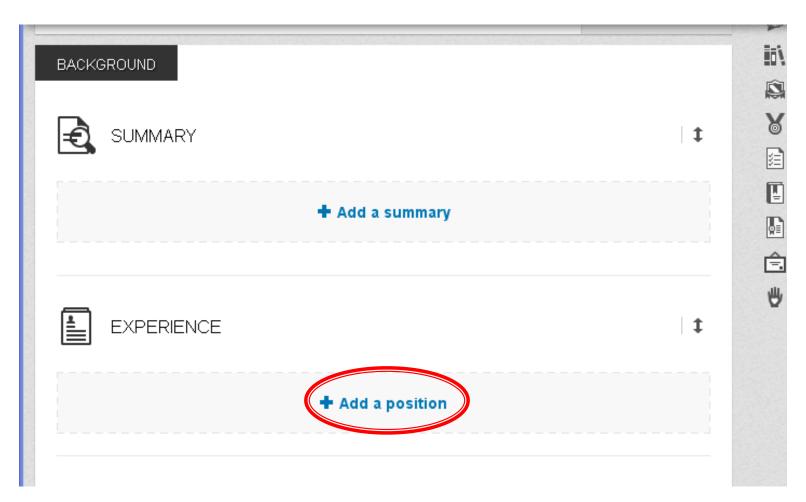


Here you can add Info on how people can contact you.

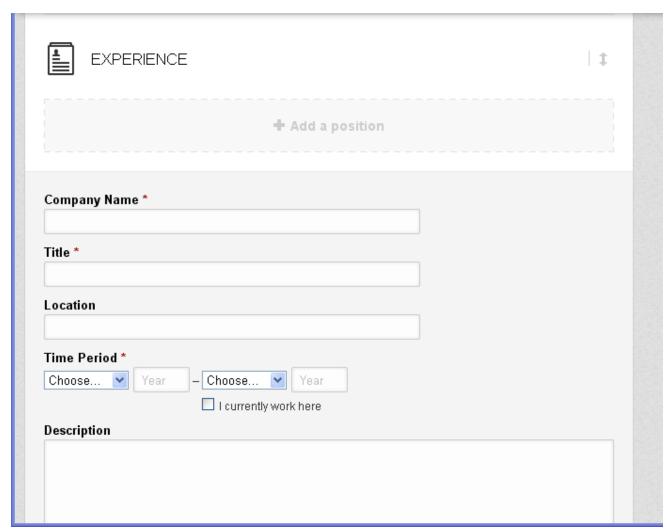


The **Summary** section is your chance to shine. Focus on the work you want to do and use keywords. Use your branding statement. Change it as often as you wish. You also have the opportunity to upload videos, images, and documents if you choose to.

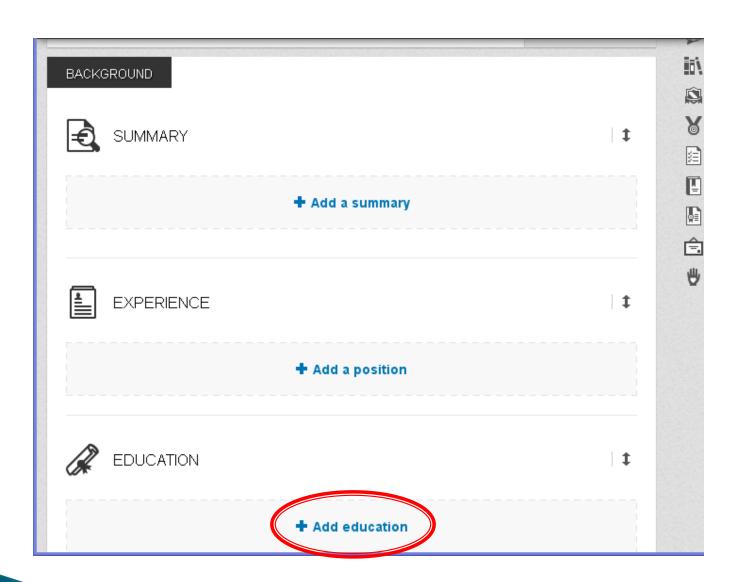
(The **Activity** section is controlled by LinkedIn and your **Privacy** Settings.)



Add positions as you would on your resume. Focus on major accomplishments you achieved in each position.



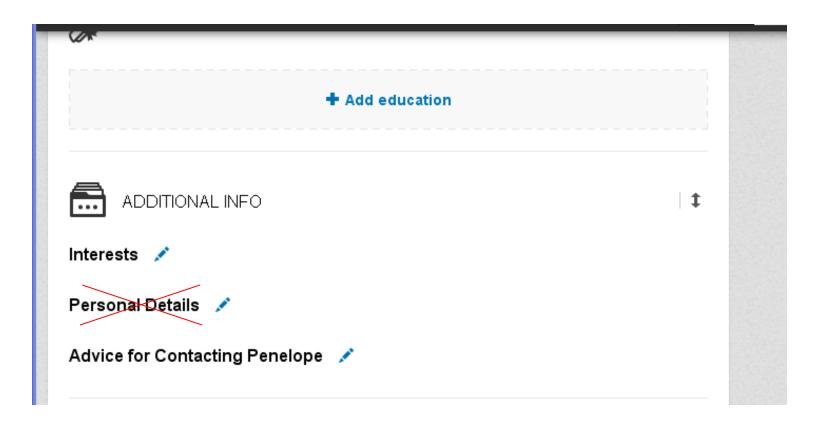
Complete the information requested. Years are required, but months are optional. Be sure to click on the "Save" button below the Description field (not shown).



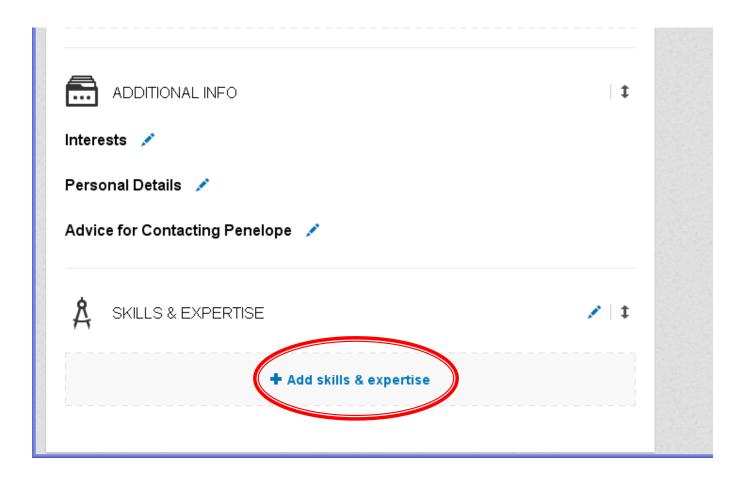
Add education as you would on your resume.

DUCATION   1	
♣ Add education	
nded - ☑ Or expected graduation year	
udy	
and Societies	

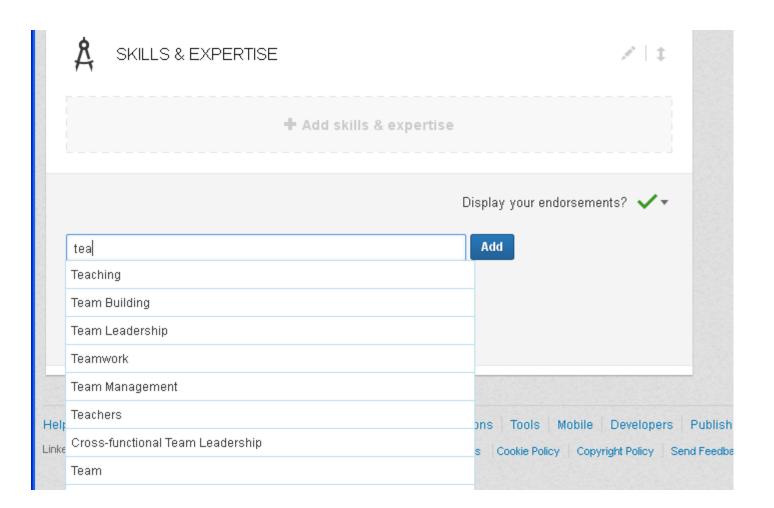
Complete the information requested. You can omit dates by leaving the dashes as they are. Be sure to click on the **Save** button below (not shown).



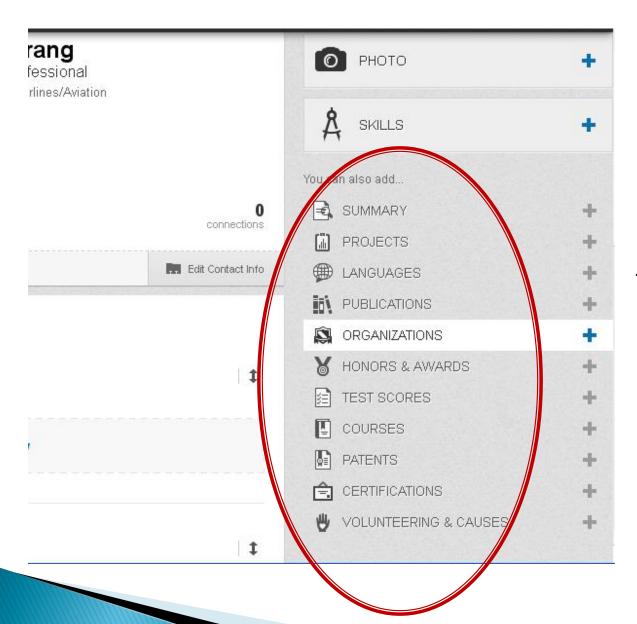
Under **Additional Info** you can add **Interests**, Personal Details (NOT recommended), and **Advice** for being contacted. In these fields add more industry specific keywords and/or keywords related to the job you want to do.



In the **Skills and Expertise** section, list your skills related to the job and/or industry you are targeting.

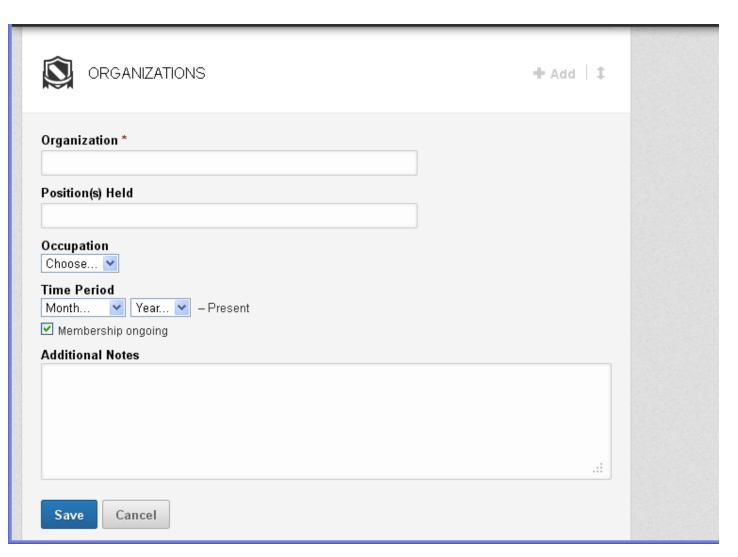


Begin typing a skill you have. LinkedIn will suggest skills, but you are not limited to LinkedIn's suggested skills. Any skill is accepted.



Scroll up to the top and look on the right. Here you will see additional headings you can add to your profile page. If you want to add a heading, just click on the + sign.





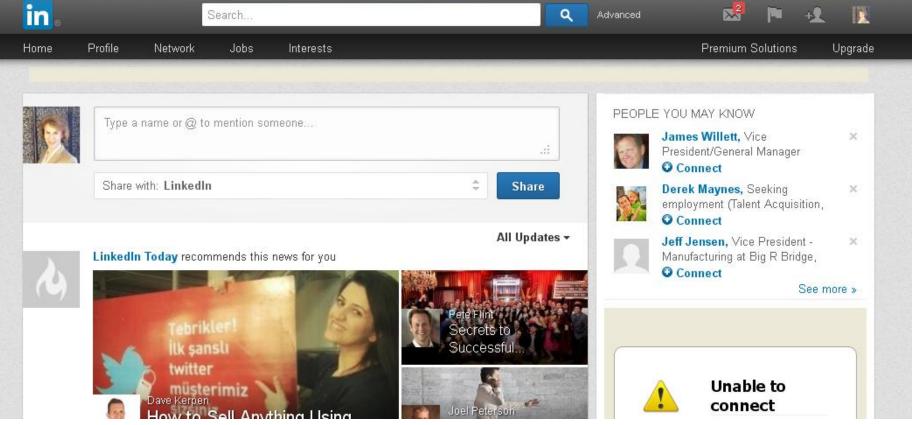
If you click on **Organizations** you will get this page. Only the name of the organization is required, but you may add more info.

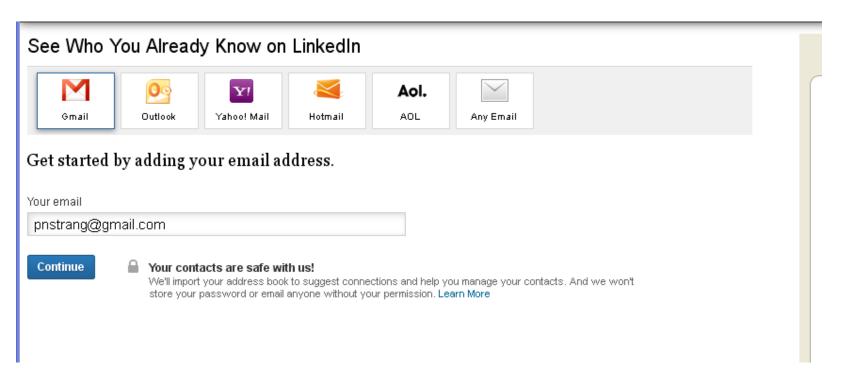
## **Add Connections**

Invite colleagues and people you know and trust to join your network on LinkedIn

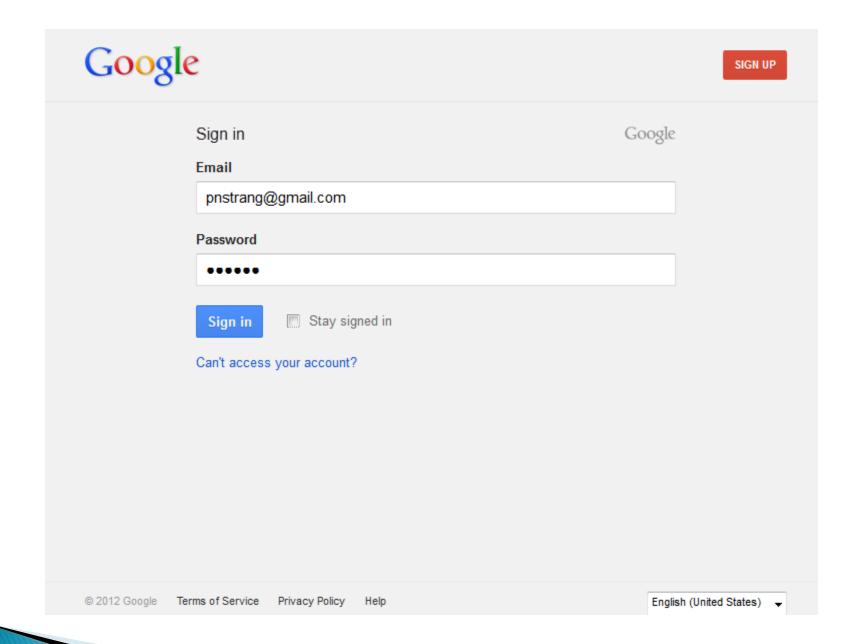
## Click on the picture icon to add contacts.

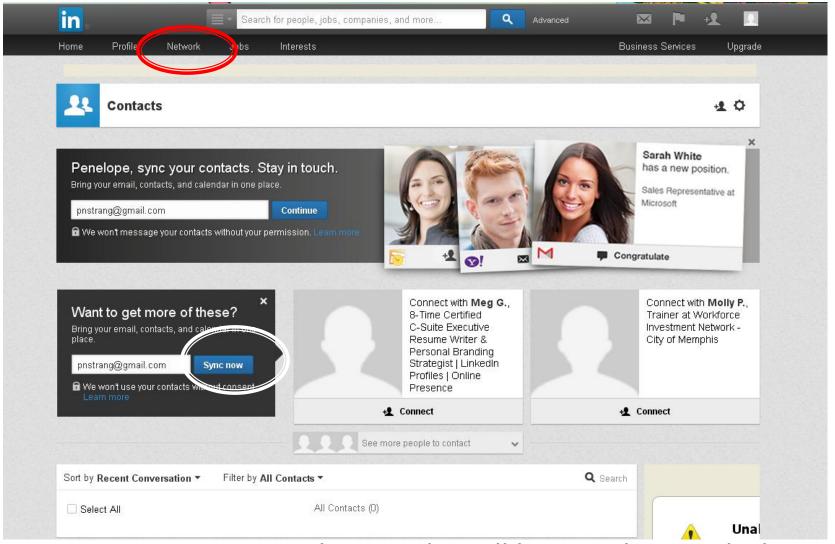






LinkedIn allows you to copy or "import" the email addresses that are stored in your email account. This step makes it easier make connections with people on LinkedIn.

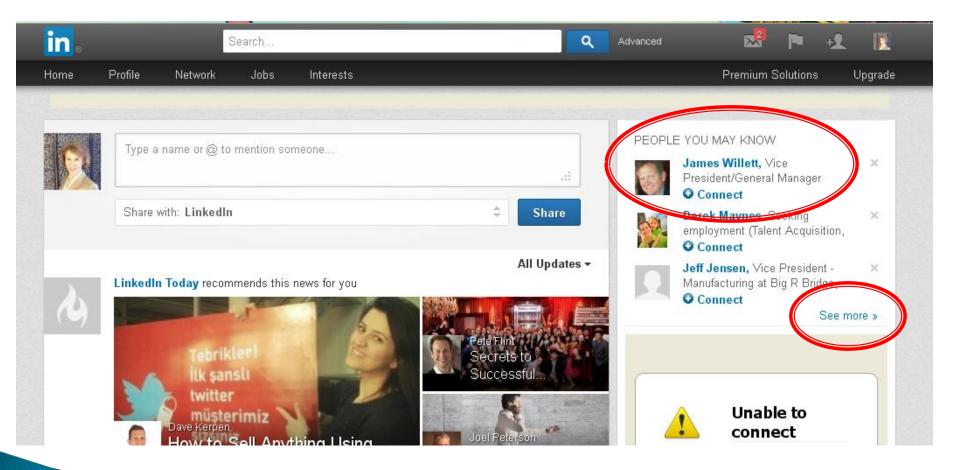


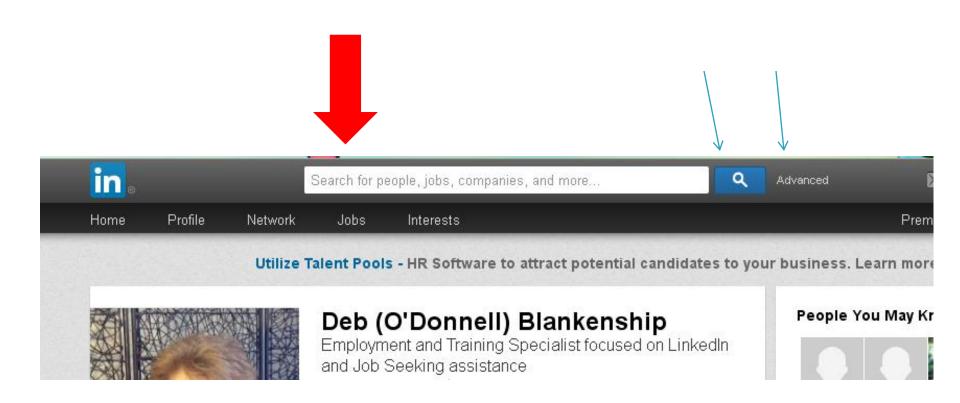


Your email contact list will be copied into LinkedIn and can be found by clicking on the **Network** tab.

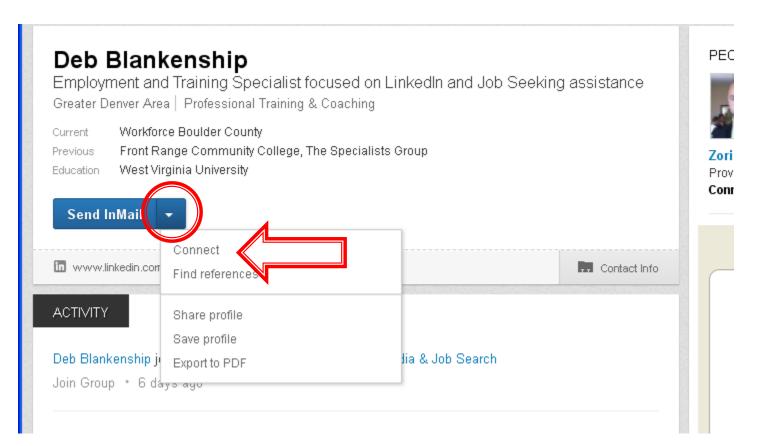
Once you connect with people on LinkedIn they will also be listed on this page.

Another way to add connections is invite people who appear under PEOPLE YOU MAY KNOW. Click on **Connect** to send an invitation. To see more people, click on **See more**.

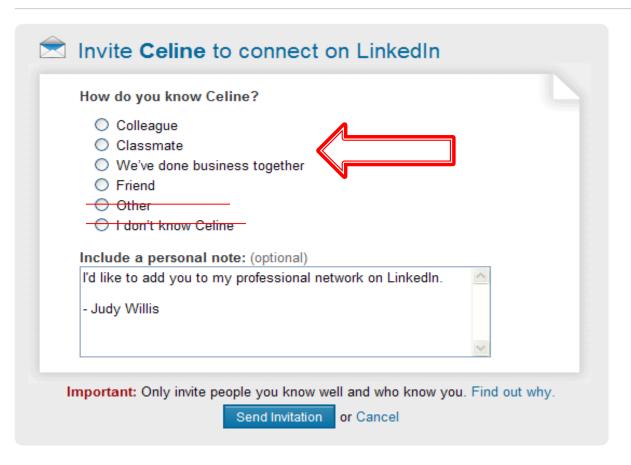




Linked has a third way to find people and make connections. If you know the name of someone you might like to connect with, simply type the name in the search box at the top, then click on the Search icon. Or click **Advanced** to refine your search.

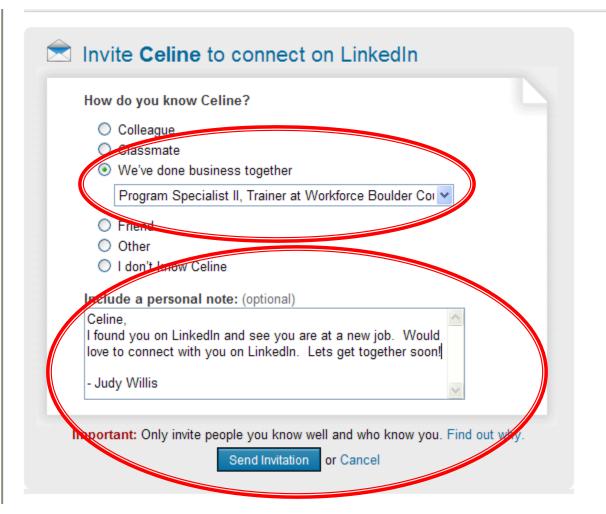


On the person's profile page look for the **Send InMail** button. Click on the little drop down arrow to the right of it, then click on **Connect** if it is available. If it does not give the **Connect** option you will not be able to connect with the person unless you pay for a premium account . (Sometimes the blue box will say **Connect**; in that case click on it.)



You will have to choose a category for how you know the person. Select one of the top four; do not choose either of the last two.

The default message to connect will appear. We suggest you create a personal message.

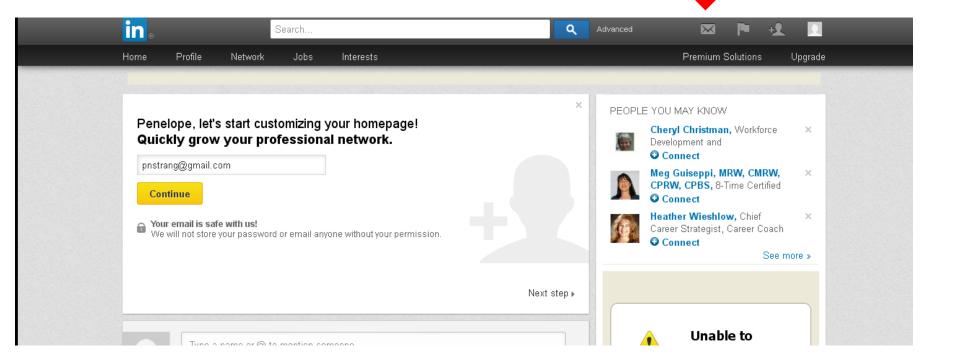


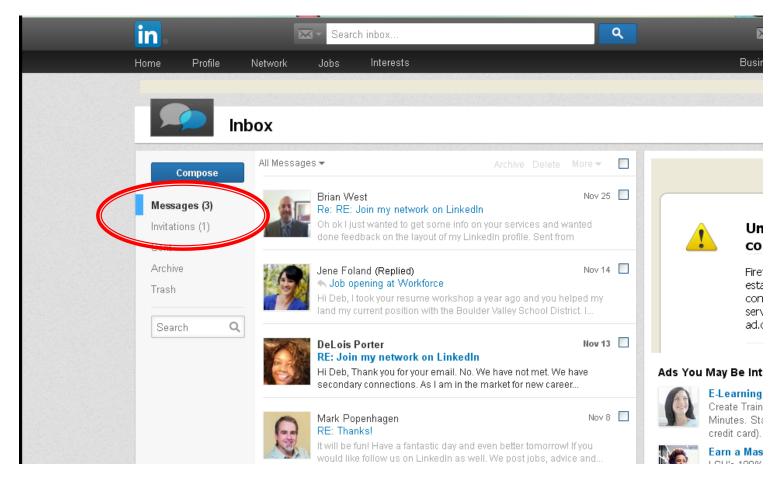
## Linkedin 1

Your Linkedin email Inbox

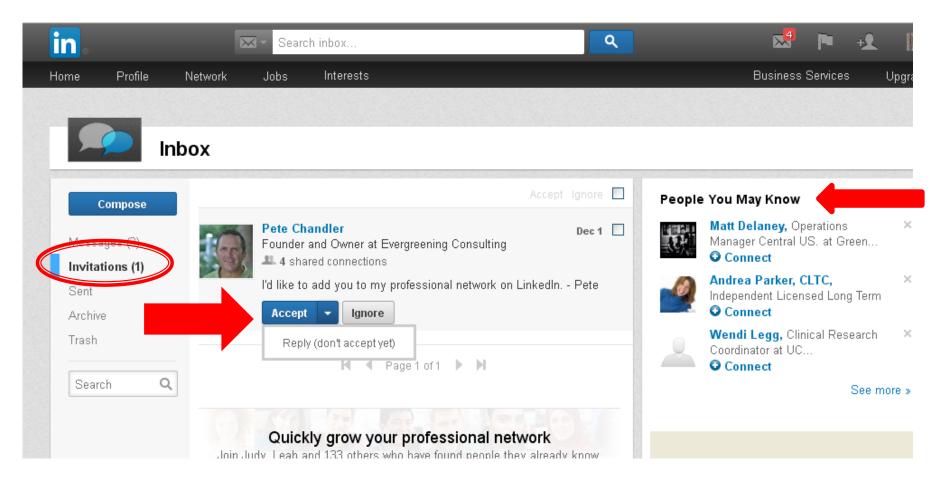
- Receive messages and Invitations
- Add suggested contacts
- Compose and send email to people with whom you are connected to on LinkedIn

### Click on the letter icon to see your LinkedIn mailbox.



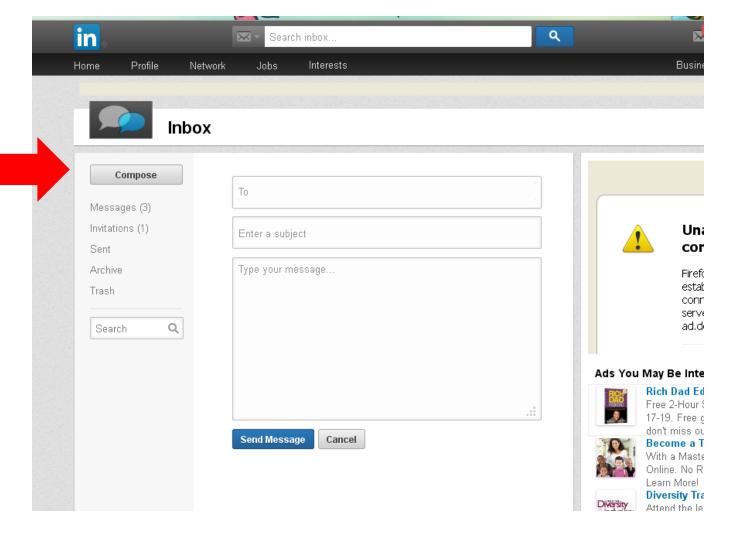


Your Inbox has a two sections: a **Messages** inbox and an **Invitations** inbox. Your messages and Invitations will also be sent to your regular email account so you won't have to check this mailbox. Click on the blue subject line to read the email message.



Click on **Invitations**. To accept an invitation, click on **Accept**. (If you want to send a message to the person without accepting, click the drop down box.)

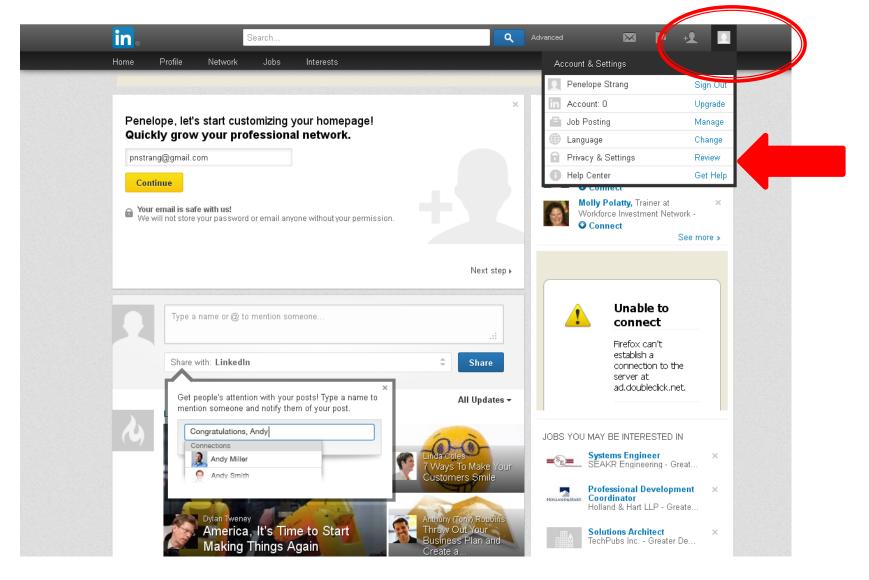
LinkedIn may suggest **People You May Know**. To invite someone to connect, Click on the **Connect** button to send the generic invitation.



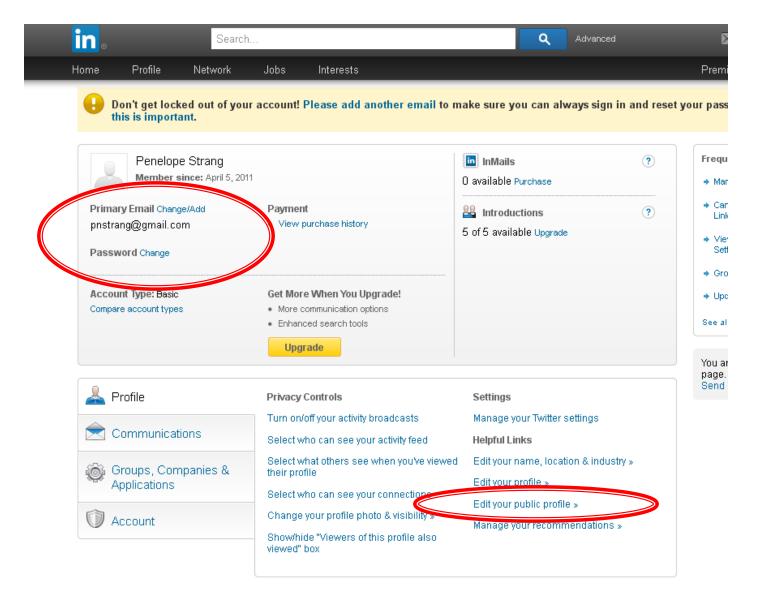
You can also send a message (email) by clicking on **Compose**, but only to people you are connected to on LinkedIn. Start keying in the person's name and LinkedIn will auto fill the email.

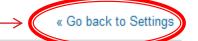
# Privacy

Controls how much information you want people you are connected with to see



Go to **Privacy & Settings**. Mouse over the picture icon to bring reveal the dropdown menu. Click on **Privacy & Settings**.





### Deb, take control of how you appear in public search results.

# Deb (O'Donnell) Blankenship Employment and Training Specialist Boulder, Colorado | Professional Training & Coaching Current | Employment & Training Specialist at Workforce Boulder County Past | Public Speaking and Interpersonal Communications Instructor at Front Range Community College Recruiter at The Specialists Group Education | West Virginia University | Shippensburg University of Pennsylvania Recommendations | 4 people have recommended Deb Connections | 126 connections

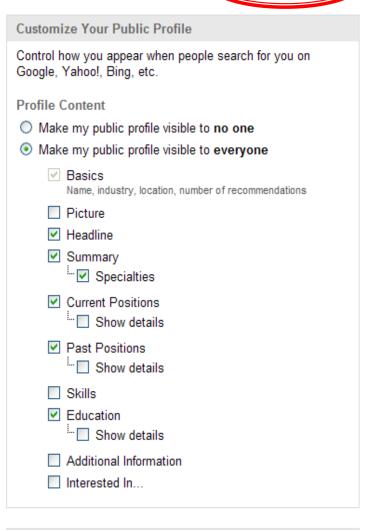
### Deb Blankenship's Summary

A facilitative Coach and Trainer who delivers high-impact coaching and training programs for people in career transition.

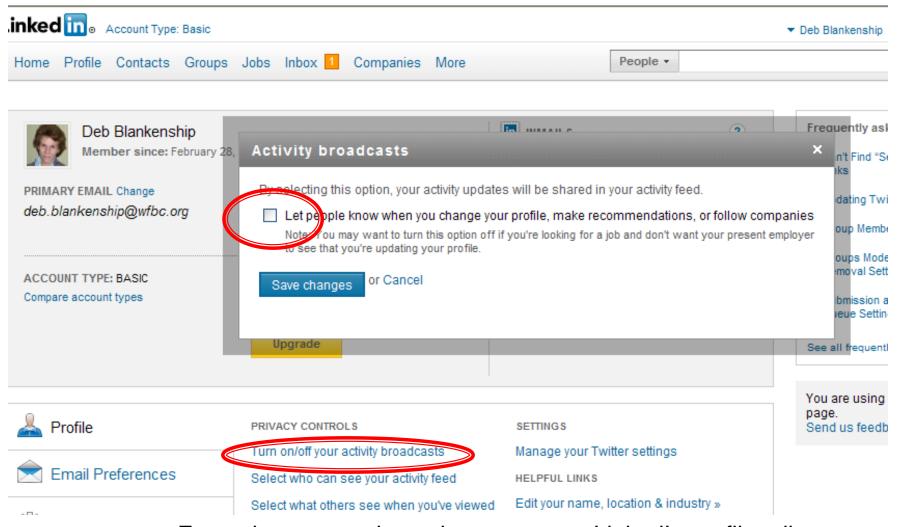
#### Specialties

Individual or small group training for

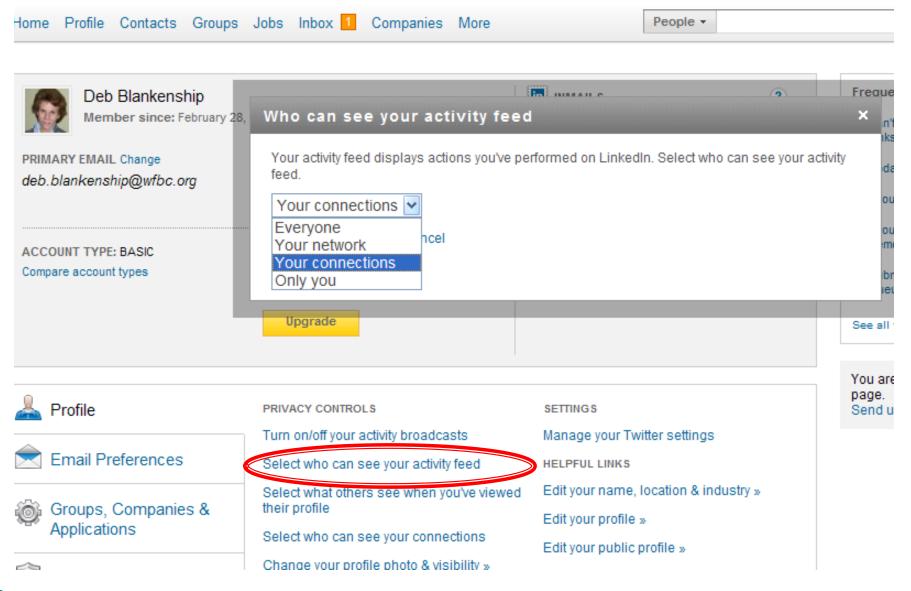
- Career change
- Resumes
- Re-entering the job market



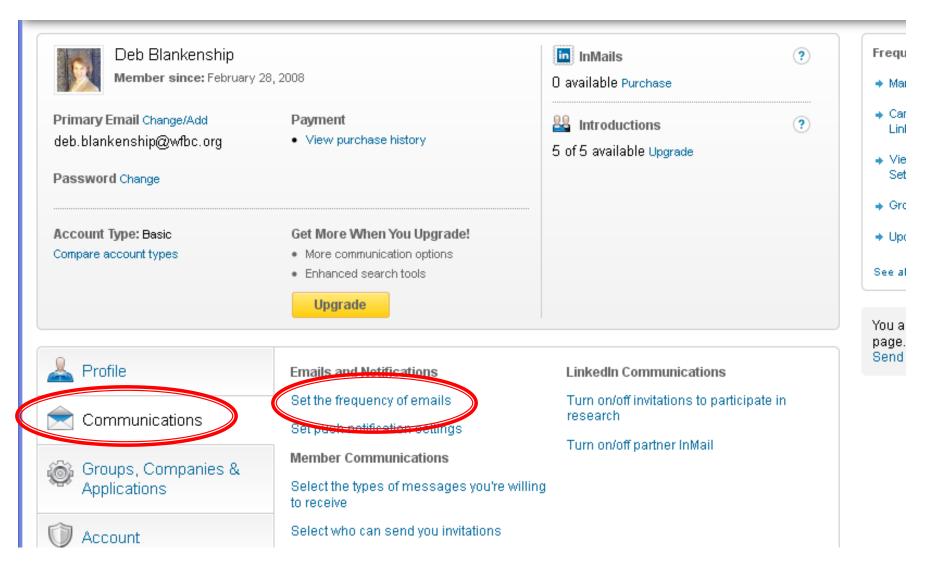
To save changes to your **Public Profile**, click on **Go back to Settings.** 



Every time you make a change to your LinkedIn profile, all your Connections will be notified. While creating your profile, consider turning off your activity broadcasts. Be sure the box is unchecked. Turn it back on when you when your profile is completed.

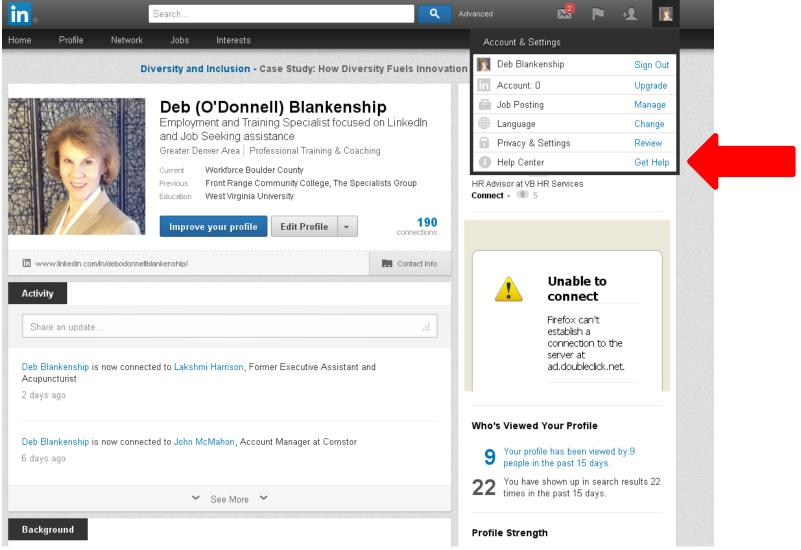


After you turn on your activity broadcasts, control who sees them.

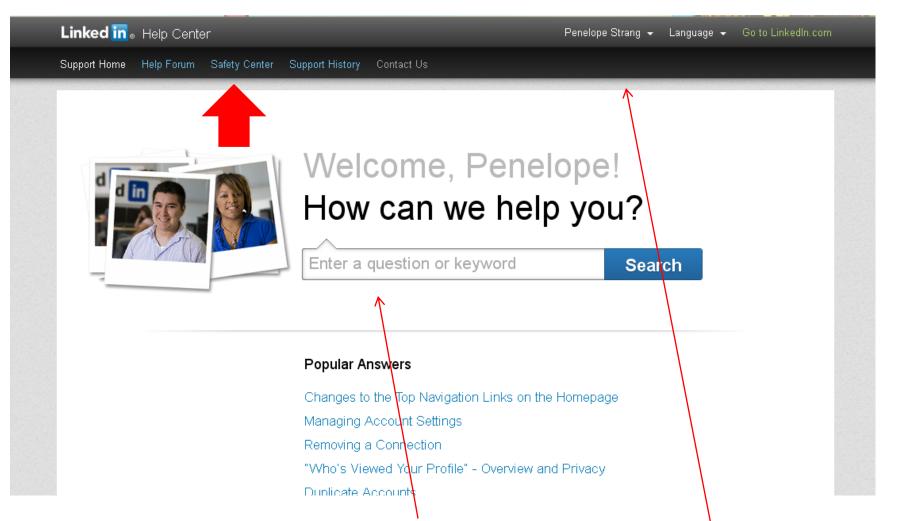


You can control how often you receive LinkedIn emails in your regular email account.

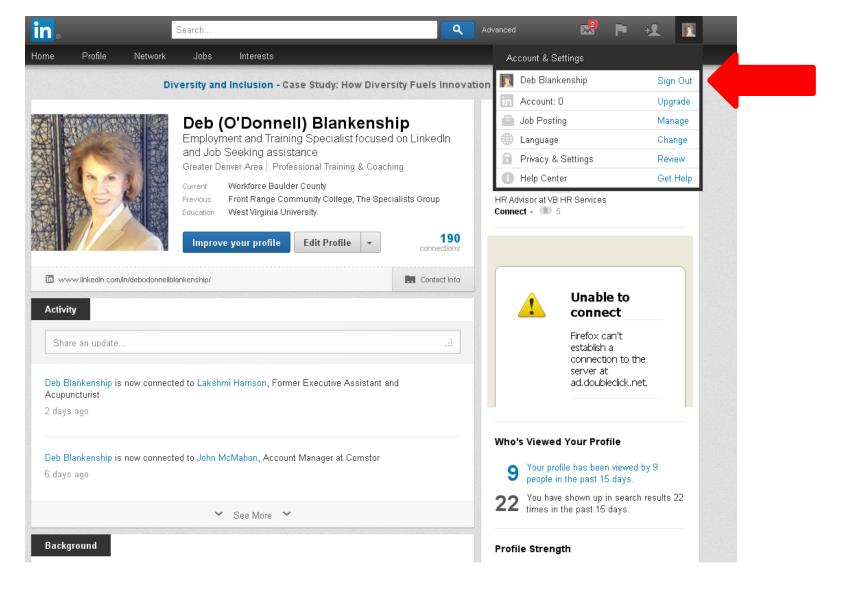
# Help Center



Mouse over the picture icon located at the top right of your page. **Help Center** is one of the drop down choices.



Type in your question here. (If you type in **Webinars** you'll find several free LinkedIn webinars you might find useful.) To get back to your profile, go to the upper right corner and click on your name. See **Safety Center** for more privacy info.



Be sure to **Sign Out** before closing the Internet browser when using a computer other than your own.

## Helpful websites for more instruction on LinkedIn

http://www.gcflearnfree.org/jobsearch/module/25.2

http://mashable.com/2012/05/23/linkedin-beginners/