

LinkedIn Basics

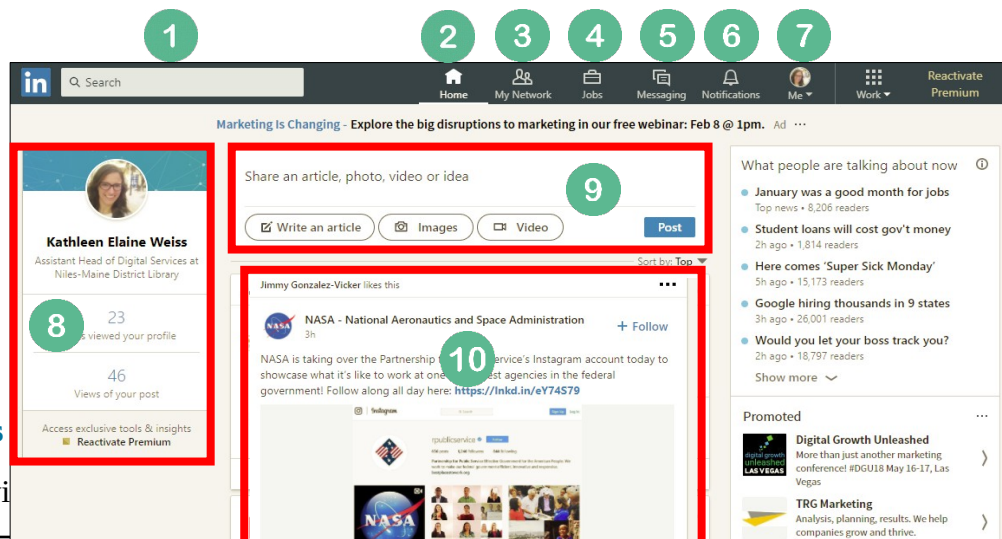
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Terms

- **Connection:** A person to whom you are directly connected such as current or former colleagues, people you've done business with, gone to school with, or interacted with professionally
- **2nd Degree Connection:** A Connection of a Connection. For example, when I am connected to my former colleague all of their connections become my 2nd Degree connections
- **3rd Degree Connections:** A Connection of a 2nd Degree Connection.
- **Recommendation:** An online paragraph or letter of support written by or for one of your Connections; displayed in the Profile

Homepage

1. **Search box:** area where users search for people, companies, organizations, and jobs
2. **Home page:** includes updates, posts, and the news feed from connections
3. **My Network:** access Connections, view invitations to connect, and receive suggestions for connections
4. **Jobs:** area where you search for available jobs
5. **Messaging:** area where users send and receive private messages with other users
6. **Notifications:** where users are notified of their Connections' activities along with comments/likes
7. **Me:** From **Me** > **View my Profile**, find your personal page. From **Me** > **Account & Settings**, adjust and manage privacy settings. Sign out and search for help here too
8. **Profile:** Shows a user's picture, headline, and provides a direct link to his or her profile. View the number of views your Profile and posts have recently received
9. **Share an article, photos, video, or idea:** Type or copy + paste a link directly into this text field to share content and updates with Connections
10. **Updates Feed:** Shows updates from your Connections and allows you to add comments, like, or share their updates



Profile Sections

A Profile is a living document

To edit a section or add an entry:

Click the pencil “edit” symbol to make changes to a section

Click the plus symbol to add another entry to a section

Use the options to the right of the sections to add a new profile section or to edit your public profile & URL.

> **View Profile.**

To Add a Connection:
 Type their name in the Search box and click on the **Connect** button
 OR
 Click on the **Connect** button that appears under their picture

LinkedIn Profile Checklist

Creating Your Account

- Visit www.linkedin.com
- Follow the wizard to set up your account. Be sure to use a professional email address from a recognized provider such as Gmail or Outlook.

Building Your Profile

- Turn off your activity broadcasts in the privacy settings.
- Upload a high-quality, professional-looking photo.
- Adjust your headline, summary, and experience sections; use strong, action-oriented keywords that are

recognized within your particular industry.

- Add skills you want to highlight.
- Add projects, publications, presentations, and other work examples to your Profile.
- Add volunteer experience, certifications, and education to your Profile, as applicable.

Building Your Network

- Connect with people you already know who can vouch for your work experience.
- Connect with people you meet in professional capacities (meetings, industry conferences, vendor events, etc.) to grow and strengthen new relationships.
- Use the Home page to read and interact with what others are posting. It's a great way to make new connections and stay abreast of current happenings in your industry!
- Ask for skill Endorsements and Recommendations from contacts who worked directly with you in the past. Be sure to seek a mix of bosses, colleagues, and subordinates.
- Be polite, sincere, and up-front when reaching out to connect with someone.

Finding a Job

- Use Advanced search filters to find positions that fit your interests, skills, and experience—and find connections you may have to them.
- Create job searches and alerts to allow LinkedIn to do the work for you!
- Follow Company pages to learn about companies you're interested in and find employees with whom to connect.

LinkedIn Getting Started: Action Verbs

Accomplished	Consulted	Exceeded	Minimized	Researched
Achieved	Contributed	Exceeded	Modified	Resolved
Acquired	Controlled	Executed	Monitored	Responded
Adapted	Corrected	Exercised	Motivated	Restored
Adjusted	Created	Expanded	Negotiated	Retained
Administered	Cultivated	Facilitated	Obtained	Reviewed
Advanced	Decentralized	Forecasted	Optimized	Revised
Advised	Decreased	Formulated	Orchestrated	Revitalized
Allocated	Dedicated	Fostered	Organized	Screened
Analyzed	Defined	Gained	Oversaw	Secured
Anticipated	Delegated	Generated	Performed	Sold
Appraised	Delivered	Guided	Planned	Served
Appropriated	Demonstrated	Handled	Practiced	Simplified
Approved	Deployed	Helped	Prepared	Solved
Arranged	Designated	Identified	Presented	Sparked
Assembled	Designed	Impacted	Prevented	Standardized
Assessed	Developed	Implemented	Prioritized	Strengthened
Assimilated	Disseminated	Improved	Processed	Structured
Assisted	Distributed	Increased	Procured	Studied
Assumed	Documented	Influenced	Produced	Suggested
Attained	Drafted	Initiated	Programmed	Supervised
Audited	Earned	Inspected	Promoted	Supported
Authorized	Edited	Installed	Proposed	Surpassed

Broadened	Educated	Insured	Provided	Surveyed
Built	Elicited	Integrated	Pursued	Sustained
Centralized	Eliminated	Introduced	Realized	Trained
Coached	Empowered	Invented	Received	Translated
Collaborated	Enabled	Launched	Recommended	Uncovered
Collected	Encouraged	Led	Reconciled	Unified
Compiled	Energized	Maintained	Recruited	Used
Composed	Enforced	Managed	Reduced	Utilized
Conceived	Enhanced	Marketed	Regulated	Validated
Condensed	Established	Maximized	Reinforced	Verified
Conducted	Evaluated	Mediated	Released	Widened
Consolidated	Examined	Met	Reported	Won

More Resources for NMDL cardholders

- Make a **one-on-one appointment with a LinkedIn specialist** via our **Job Counseling program** by calling **847-663-6603**. Help is available on the first Wednesday of every month.
- **Brainfuse** offers professional resume reviews, job coaching, and practice with interview skills. Access Brainfuse at www.nileslibrary.org > Resources > For Job Seekers > Brainfuse
- **Lynda.com** offers over 100,000 tech course at all skill levels. Access Lynda.com at www.nileslibrary.org > Resources > For Job Seekers > Lynda.com
- **LinkedIn books** are available for check out under the following call number: **650.1302**
- Book **one-on-one tech help** by calling **847.663.6606**