Linkedin
www.linkedin.com

FACT SHEET

WHAT IS LINKEDIN?

LinkedIn is a social network that enables you to network professionally, post and find jobs, answer questions, and build leadership.

COMPLETE YOUR PROFILE

Upload a professional picture to your profile, create a headline; use your full name, your current role, location and industry. Introduce yourself in your summary: this is a brief description about you, your experience and your areas of expertise. Use keywords in your industy, keywords increase your chance of being found.

WHAT IS A HEADLINE?

A professional headline is critical, these are the first words people see when you show up in their search results. It is valuable real estate and may be the only part of your profile that is looked at by HR managers.

WHAT ARE CONNECTIONS?

Use the search bar, enter a name, email address to find people who you know – click on 'Add Connections' to view each others profile. LinkedIn will scan your email accounts (with your permission) and offer to send a connection invitation to any existing members.

WHAT IS AN ENDORSEMENT?

Endorsements are similar to mini-recommendations. It is a way of people saying that you are skilled in a particular area, but they are able to do it with just the click of a mouse and without having to write any comments!

WHAT IS A RECOMMENDATION?

You can give and receive recommendations for people who you think are particularly great at what they do. Display all of the recommendations you've received :)

CUSTOMIZE YOUR OWN URL

Custom public profile URLs are available on a first come, first served basis. Move your cursor over *Profile* at the top of your homepage and select *Edit Profile*. You will see a URL link under your profile photo. Example: www.linkedin.com/in/yourname.

HOW DO YOU ADD A SECTION?

Sections of your profile can be moved around, allowing you to customize and prioritize the information you present connections and prospects. Look for this icon in the upper right of your sections: Sections that can be rearranged include: Summary - Skills & Endorsements - Publications or Courses - Certifications or Projects - Volunteer - Causes

SHARE STATUS UPDATES

Share content often, to raise your visibility and credibility such as published posts from connections, the latest news from your favourite blogger, new information from your career/industry, articles or tools for professional development.