Quick Start Guide

Get Started Quickly and Easily

- Create Your Account at www.linkedin.com this includes creating your login ID and password. Your login ID will be your email address.

- Become familiar with the Account and Settings area. This is where you manage how you receive and send communication and maintain your privacy settings.

- Enter a primary email address for your account under Account and Settings. Ensure your email address entered is active and you complete the confirmation process. Best practices indicate both a work and personal email address should be used on your account.

- Complete your profile. This is the summary of your professional experience, interests, abilities and skills. Be clear and concise in your wording.

- Promote your public profile. Set your personal preferences. Click the Edit My Profile link to edit those settings. This will allow you to determine what sections of the profile are displayed to non-LinkedIn members and allow you to be easily found via search engines

- Customize your profile by using the personal URL. Click the Edit my Profile link to edit the personal URL.

- Begin building your network by using the tools such as the Outlook Toolbar.

- Identify potential connections by searching on LinkedIn for persons you have previously worked with or attended school with.

- Searches can be conducted using Boolean Search Strategy such as quotations, dashes, terms like AND, OR along with parenthetical searches. Complete searches by determining how results will be displayed i.e. Degrees away from you and recommendations.
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Searching on LinkedIn
1. Click on the People drop down menu and select advanced search.
2. Enter search criteria, such as keywords, location, postal code and radius around postal code. Identify how you want the results sorted by using the drop down in Sort by:
   - AND, OR and NOT
   - Quoted Searches
   - – (dash) Searches
   - Parenthetical Searches

Example: Marketing AND Sales

Boolean Search Strategy
1. AND, OR and NOT
2. Quoted Searches
3. – (dash) Searches
4. Parenthetical Searches

Invite Persons to your Network
1. Click on the profile of the person you are inviting.
2. Click the Add to your Network LinkedIn
3. Indicate how you know the person
4. Compose your message or leave the ready made template message

*You may need to enter an email address if you choose friend or other*

InMail
Use InMail to directly and privately contact other LinkedIn Users. If the recipient is not in your network you will only see information if the InMail is accepted. InMail is a paid feature that can be purchased individually or are included as part of a premium account.

Posting Jobs on LinkedIn
1. Click on the Jobs drop down menu
2. Click on Post a Job
3. Enter job information ensuring that keywords are used in the description and title of the posting.
4. Post the position and forward to your network for further assistance in sourcing potential candidates

Help and FAQ are provided throughout the entire website.
http://www.linkedin.com/static?key=customer_service&trk=hb_ft_faq