LinkedIn Tutorial

An Introduction to Today’s Leading Job-Search Social Network

Queens Library
Enrich your life

www.queenslibrary.org
Introduction to LinkedIn

The second most popular social network in the U.S., LinkedIn is used for keeping track of and growing a professional network, finding and applying for jobs, posting and viewing online résumés, giving and receiving recommendations, learning more about companies, tracking industry news and moves, and more. There are premium (paid) accounts for job-seekers and recruiters, which give those who pay for the services more insights into the robust analytics LinkedIn has about applicants, job openings, and companies.

LinkedIn users with free accounts can:
- Post their résumé online.
- Find and add professional contacts.
- Find and follow companies to receive important updates about job openings, company news, and more.
- Create and join online professional networking groups by industry, location, age, and educational background.
- Find and apply for jobs.
- Give and receive recommendations.
- Post public messages—status updates similar to Facebook or Twitter, but these are typically professional in nature.
- Send private messages.
- Find out how many times their profile has been seen.
- Post a digital portfolio.
- Ask for introductions to their contacts’ contacts.
The profile section of LinkedIn should look familiar to you. Most of the fields correspond to sections of a traditional resume. Complete each section, and you will have a digital resume. You can include contact information, a photo—keep it professional—and links to your website, other social media accounts, and more. **Note:** Most people want their LinkedIn profile to be discovered and found by people they do not know—in the hopes that it will lead to professional development, career opportunities, networking, and more. Do not share any information you do not feel comfortable having anyone with Internet access discovering.
Discover job openings: You can search for jobs by industry, location, job title, and more. LinkedIn will also suggest jobs to you based on the information you’ve shared. Recruiters may also contact you based on your online profile.

Learn about the job requirements and company: If you click on a job opening, you will usually find out when the job was posted, what skills and experiences are required, other details like benefits, and what company—and often who within the company—posted the position. Plus, you can usually see how many people have clicked on and applied for the job through LinkedIn already. You can also see a link to the company’s LinkedIn profile, so you can follow the company to be notified of news and job openings.

Apply for jobs: After you search for jobs, you can save them to the “Saved Jobs” section of LinkedIn for future reference. You can usually also apply to the job directly through LinkedIn or find out how to apply online.
When you’re on your profile page, under each job that you list, there will be a link that says, “Ask for recommendations.” Any recommendations you receive, can be displayed on your profile—and potential hiring managers may see these and take them into consideration when deciding whether to offer you an interview. This is a way to prescreen candidates before contacting them or their references.

You can help your contacts out by also giving them a recommendation.
Contacts

Consider this section of LinkedIn like your digital address book or Rolodex.

Find: When you first sign up for an account, and in various sections across the site once you have an account up and running, LinkedIn will prompt you to find contacts by giving it permission to search your email inbox to find connections who already have accounts, by emailing your contacts directly, and by suggesting people it thinks you may know—based on the information, such as job, education, and volunteer history, you share on your LinkedIn account. You can also always click on the "Contacts" link at the top of the page, and click "Add Connections," OR use the search bar at the top of LinkedIn to find people to add on LinkedIn.

Connect: When LinkedIn finds or suggests contacts to connect with, you will see a profile icon, the user’s name, current title, or location and a "+ Connect" button. Click "+ Connect." An automated message will appear that may or may not ask how you know the person. Select the best option. There will also be an automated email that the person will receive, which you can customize if you want to be more personalized. Then click "Send Invitation."

Sort: Once you have accumulated contacts, you will be able to sort through them by type—classmates, colleagues, group members, and so forth—as well as by company, location, industry, and recently updated profile.

Network Statistics: You can find out statistics on how many contacts you have, how many contacts they connect you to, what industries your contacts work in, and where your contacts are located geographically.
You can search for and join groups by industry, location, education background, and more. There is no cost to join or create a group.

Group members and leaders can start and join discussions, announce job openings, and make other special announcements. Many companies and organizations create groups. Some are private and require permission to join, but for many, all you have to do is click “Join Group.”
Companies

Find and follow companies to learn about job openings, news, employment trends and statistics, find contacts who work at the company, and be notified of the company’s status updates. Companies can use these pages to announce job openings and share links, news, and updates.

Companies > Queens Library

Overview  Careers  Products & Services

Queens Library is an independent, not-for-profit corporation and is not affiliated with any other library. Queens Library serves a population of 2.3 million in one of the most ethnically diverse counties in the U.S. and has among the highest circulations of any public library system in the world. 

Your Network (1)  Employees (344)

 PROJECT MANAGER

Queens Library Activity on LinkedIn

Queens Library The current New York City Financial plan proposes funding levels to public libraries that could result in this actually happening. With a proposed cut of over 31% from current funding levels, this budget proposal could devastate public library service in your community. 

Queens Library Want to become a LinkedIn pro—for professional use or to better your business? Join us 5/17 for our free LinkedIn workshop, taught by Queens Library’s social media manager: http://www.queenslibrary.org/event/linkedin-tutorial-social-media-for-business-professional-use. LinkedIn Tutorial: Social Media for Business, Professional Use queenslibrary.org

Queens Library Want to set up a LinkedIn account? Have questions about how to use your LinkedIn account? Interested in creating or joining LinkedIn networking groups? Want to set up a LinkedIn page for your business? Then preregister online...

Queens Library http://queenslibrary.org/event/summer-youth-employment

Summer Youth Employment queenslibrary.org

The Summer Youth Employment Program (SYEP) provides New York City youth between the ages of 16 and 24 with summer employment and educational opportunities. Participants work in a variety of entry-level jobs at government...
Here you’ll find invitations to connect, or become someone’s contact, as well as messages from contacts. You can send, delete, search for, and archive messages, too. If you are a job seeker, you may be notified of job openings through messages, so don’t forget to check your inbox every so often—though you will get email notifications of these messages as well. **Note:** You do not have to accept a request to connect.
LinkedIn News is designed to deliver news customized to your professional interests. It will display industry updates based on categories you select.
You have the option to add “skills” to your LinkedIn profile, but now you can do more with “skills.” You can track the top companies and LinkedIn profiles related to those skills, see related skills you may want to add to your profile, and find job openings related to those skills.
Businesses can:

- Post job openings and a company profile.
- Post public messages — status updates similar to Facebook or Twitter — about the company.
- Track who is following their company on LinkedIn, and how your company page is performing compared to similar companies within the industry on LinkedIn.
- Find out statistics about company employees.
- Promote products and services.
- Advertise.
Sign Up for an Account at www.linkedin.com

Be great at what you do.

Get started – it’s free.
Registration takes less than 2 minutes.
First Name
Last Name
Email
Password (6 or more characters)

Join Now

By clicking “Join Now” or using LinkedIn, you agree to our User Agreement and Privacy Policy.

User Agreement and Privacy Policy:
http://www.linkedin.com/static?key=user_agreement
http://www.linkedin.com/static?key=privacy_policy

It is recommended you use your real name—the one you use in professional settings. You must have an email address to sign up. Note: The password you choose does not have to be the same as the one you use to access your email address, but it can be if that helps you remember it. Your password must be at least six characters in length.
Create Your Profile

Queens, let's start creating your professional profile

- * I live in: United States
- * ZIP Code: 94043
- I am currently: Employed, Job Seeker, Student
- * Job title: 
- * Company: Queens Library

Create my profile

* Indicates required field.
Find LinkedIn Contacts

If you complete this step, you are—temporarily—giving LinkedIn permission to search your email contacts to find out if any of them have LinkedIn accounts. **Note:** You can skip this step.
Confirm Your Email Address

The next step is to confirm your email address. You will get an email asking you to click on a confirmation link. Once you click on the link, you will be taken to LinkedIn, where you will be asked to click on a button that says “Confirm.”

LinkedIn

Click here to confirm your email address.

If the above link does not work, you can paste the following address into your browser:

https://www.linkedin.com/in/carfwdx3-7dzy-b2aui10-5f/cnsRFebWSSWenM161E4zeKTXUwKMuVY4-N8v7_l6Clw/2?ts=false&tok=0SLn7e_Vn4tG1

You will be asked to log into your account to confirm this email address. Be sure to log in with your current primary email address.

We ask you to confirm your email address before sending invitations or requesting contacts at LinkedIn. You can have several email addresses, but one will need to be confirmed at all times to use the system.

If you have more than one email address, you can choose one to be your primary email address. This is the address you will log in with, and the address to which we will deliver all email messages regarding invitations and requests, and other system mail.

Thank you for using LinkedIn!

--The LinkedIn Team

http://www.linkedin.com/
LinkedIn Will Suggest Contacts

If you recognize any of the people LinkedIn suggests, you can add them by clicking on “Add Connnection(s)” or skip this step for now.
LinkedIn Will Suggest You Share Your LinkedIn Profile on Facebook and Twitter

This is a good way to let your Facebook and Twitter contacts know you’ve joined LinkedIn, but you can always let them know at a later point, when your profile is more complete. You can skip this step.
You Will Be Asked to Choose Between “Basic” and “Premium” Accounts

Try the “Basic” account to start. You will likely find it meets all of your job-searching needs. Choosing a “Premium” plan may be advisable if you are a recruiter or hiring manager and would like extra tools to help you find qualified candidates.

<table>
<thead>
<tr>
<th>What Do You Want to Do?</th>
<th>Premium</th>
<th>Basic (Free)</th>
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<tbody>
<tr>
<td>Create a professional profile and build your network</td>
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<td>Join industry or alumni groups</td>
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<td>Search &amp; apply for jobs</td>
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<td>See who’s viewed your LinkedIn Profile</td>
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<td>View the professional profiles of over 150 million people</td>
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<td>Send messages to people you aren’t directly connected to</td>
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<td>✔️</td>
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<tr>
<td>Premium search filters &amp; automated search alerts</td>
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<td>Save profiles into folders</td>
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<td>Add notes &amp; contact info to any profile</td>
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<td>Reach out to over 150 million users</td>
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Choose Premium
Plans starting from $24.95

Choose Basic
Free

Skip this step »
Account Settings

Click on your profile name at anytime to change your settings—including your password, email notifications, account type, privacy, and more.
Facebook.com/queenslibrarynyc
Twitter.com/queenslibrary
Youtube.com/queenslibrary
LinkedIn.com/company/queens-library
Foursquare.com/queenslibrary
Queenslibrary.tumblr.com
Goodreads.com/group/show/58240.Queens
Flickr.com/photos/qbpllid
Gplus.to/queenslibrary
Web.stagram.com/n/queenslibrary
Pinterest.com/queenslibrary