

LinkedIn for New Users

This manual is for new users of LinkedIn who do not have a Profile yet or those who have very minimal one. Following our instructions will show you how to input the minimum information you need to start networking with others via LinkedIn. We will cover only the few topics you need if you are not yet sure how important the tool will be to your business niche.

O'Donnell Executive Strategies provides 2-8 hour workshops on LinkedIn on several expertise levels tailored to corporate audiences such as Attornies, Medical Device professionals, New Business Executives, Senior Executives (> \$250K), and Recruiters. In those sessions we deal with content development as well as uncovering niche audiences.

This manual reflects the newest version of LinkedIn being beta tested currently and about to be launched worldwide. Your screens may not (yet) look exactly like these.


SIGNING UP

LinkedIn is a web-based professional network. To use it, you need to sign up on the Internet. Use the following procedure:

1. Type <http://www.linkedin.com> in the URL field of a browser such as Internet Explorer or Firefox.

A screenshot of a browser address bar. The text "http://www.linkedin.com" is entered in the address field. To the left of the text is a small globe icon, and to the right is a small downward-pointing arrow icon.

2. Press Enter on the keyboard to display the LinkedIn home page.

LinkedIn  Home What is LinkedIn? Join Today Sign In

Over 55 million professionals use LinkedIn to exchange information, ideas and opportunities



Stay informed about your contacts and industry



Find the people & knowledge you need to achieve your goals



Control your professional identity online

Join LinkedIn Today

First Name:

Last Name:

Email:

Password:

6 or more characters

Join Now

Already on LinkedIn? Sign in

Join LinkedIn

The Join LinkedIn box at the upper right corner contains three fields to identify you.

Join LinkedIn Today


First Name: John

Last Name: Doe

Email: JohnDoe@gmail.com

Password:
6 or more characters

Next

3. Enter your name and e-mail address in the provided fields. You can add other email addresses later that different audiences in your network use to reach you.
4. Click  to accept the entry and display the sign up page.

You are now asked to create your main professional identity, with your title and company.

First Name: John

Last Name: Doe

Email: johndoe@email.com

Password:
6 or more characters

Country: United States

Postal Code: 00000

I am currently: Employed

Company: ABC Company

Title: Software Engineer

Industry: Information Technology

LinkedIn helps you...

- Re-connect: Connect and stay in touch with colleagues, classmates & clients.
- Power your career: Discover inside connections when you're looking for a job or new business opportunity.
- Get Answers: Your network is full of industry experts willing to share advice. Have a question? Just ask.

Next

5. Use your most recent company/title if in transition. Simplify it to a title understood to all the industry if necessary. It is how most people will look for you.
6. Use a zip code that represents the middle of the geographic area that you are willing to commute to or do business in. You can search within a 10-100 mile radius of the zip code you enter.
7. There are 150+ industries to select from. Pick the industry you want to be most visible in for the future. Use more specific keywords elsewhere in your Profile to assist niche audiences to search for you.

8. Click  to accept the entries.

The Contact Settings page appears.

Selecting Contact Settings

The Contact Settings page tells others when you wish to be contacted via LinkedIn.

Opportunity Preferences

What kinds of opportunities would you like to receive?

- | | |
|--|---|
| <input checked="" type="checkbox"/> Career opportunities | <input checked="" type="checkbox"/> Expertise requests |
| <input checked="" type="checkbox"/> Consulting offers | <input checked="" type="checkbox"/> Business deals |
| <input checked="" type="checkbox"/> New ventures | <input type="checkbox"/> Personal reference requests |
| <input checked="" type="checkbox"/> Job inquiries | <input checked="" type="checkbox"/> Requests to reconnect |

9. People interpret the various options under “Opportunity Preferences” very differently and we recommend you select more options to make it easier for more people to find you. We also recommend you ALWAYS (whether looking or not) have “Finding a job” or “Finding consulting or contracting” selected as your HR department can subscribe to notices on changes in status and search by those open to job inquiries.

10. The section titled “What advice would you give to users considering contacting you?”

What advice would you give to users considering contacting you?



is a good place to say something like “Open to contract or perm assignments.”

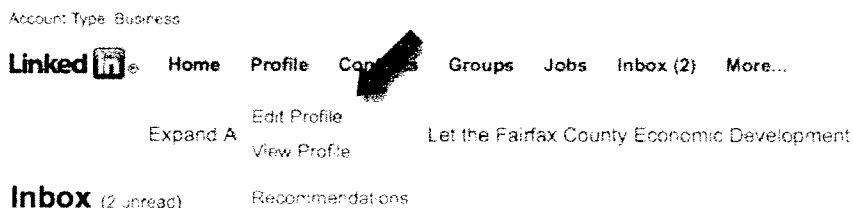
You are now ready to edit your Profile to add older jobs.

EDIT YOUR PROFILE

Most users of LinkedIn are using it for networking purposes that are not related to finding a job or hiring staff. The average reader will spend less than 10 seconds with your Profile. The correct Profile is not a complete resume (even if you are in transition) but more like a ½ to 2/3 page bio on a corporate website.

Here is a brief overview of how to edit your profile.

11. Select “Edit Profile.”



12. Your name will appear at the top of the page, copied from the password registration process.

Patrick Beadles 

Sales Manager at AccessAbility Business Solutions

Greater Minneapolis-St. Paul Area Electrical/Electronic Manufacturing



Your title will be auto-copied from your sign-up information into the “Professional Headline” field. Use titles understood by the entire industry, not titles meaningful only to your company.

15. Include a photo, a head and shoulders shot, in business clothing. You want to look easy to network with but savvy enough to introduce to the CEO. Pictures are expected in LinkedIn as a demonstration of warmth and accessibility.
16. Click **What are you working on?** to enter a current project. That phrase will be replaced by a sentence starting with your name followed by what you type:

What are you working on?


becomes

Patrick Beadles would like to wish everyone a safe and happy holiday 1 month ago


These messages are visible to your direct connections in their “Status Update” area. (You can see your incoming “Status Updates” from other people if you click on “Home.”)



Account type: Business


LinkedIn  Home Profile Contacts Groups Jobs Inbox (2) More...

Welcome, Pat O'Donnell Add Connections Settings Help Sign Out

People  Advanced

The “What are your working on?” information is visible your network in the “Status Update” area for approx 4-5 days. You should change the message in “What are you working on” frequently.

You can also send some or all of your Twitter updates to your “What are you working on?” field or vice versa. See the discussion in Applications section.

17. Click  to edit the other Profile information you should complete at a minimum.

Current	<ul style="list-style-type: none"> • Program Specialist at Taxi 20000 [Edit] ✦ Add Current Position
Past	<ul style="list-style-type: none"> • None ✦ Add Past Position
Education	<ul style="list-style-type: none"> • None ✦ Add Education
Recommended	<p>You haven't been recommended</p> <ul style="list-style-type: none"> ✦ Get Recommended
Connections	2 connections
Websites	<ul style="list-style-type: none"> • None ✦ Add Websites
Public Profile	http://www.linkedin.com/in/davidaltrowitz [Edit]

Past positions need only include highlights and accomplishments for the last 3 jobs or 5 years.

Note you can enter your education without naming a year. Or if you already have a year and want to delete it, remove the school and re-enter everything for that school/degree.

You can make your company name show instead of “Your Website” or “Your blog.”

Websites

- O'Donnell Executive Strategies [Edit]
- Placement Genius blog [Edit]

by choosing “Other.”



Websites:

- Other: <http://www.odonnellexecus> Remove
- Other: <http://placementgenius.odr> Remove
- Choose...

You can customize your LinkedIn URL. Use in it your email signature and your business card.

Public Profile <http://www.linkedin.com/in/patodonnell> [Edit]

18. The “Summary” is critical to the effectiveness of your Profile as most readers will not read beyond it. In the Profile for Patrick Beadles below, we start with a sentence that includes some branding and positioning. It's simple and easy to remember, very much like an elevator speech.

Summary

Pat is an award winning sales professional who causes companies to strategically achieve the status of preferred supplier in competitive markets. By challenging process technologies this achievement has resulted in 3 patents.

Keywords are listed in "Specialties." Formatting the Specialties section correctly is important as these keywords are used by LinkedIn's search engine. The correct syntax is word, word, word. Full sentences and long compound sentences not commonly used in an engine like Google will cause you to be less visible in searches. The first words in your keyword collection are assumed to be more important.

LINKING OR NETWORKING WITH OTHERS

Successful business growth requires making and keeping high quality contacts you trust to represent you well in dealings with others. For most people there are about 250 people you know well enough to ask them to do a business favor for you or that you are comfortable recommending. Those are the folks you should connect directly with in LinkedIn as your "1st Level" network connections. O'Donnell Executive Strategies also advocates that LinkedIn is a tool that should supplement but not replace networking over the phone or in-person. Definition of network levels:



1st Level: People you are connected to directly.


2nd Level: Friends of your 1st level connections.

3rd Level: Friends of their friends.

Group: You are both members of the same group.

You can expect to receive the highest quality help from 1st and 2nd level connections.

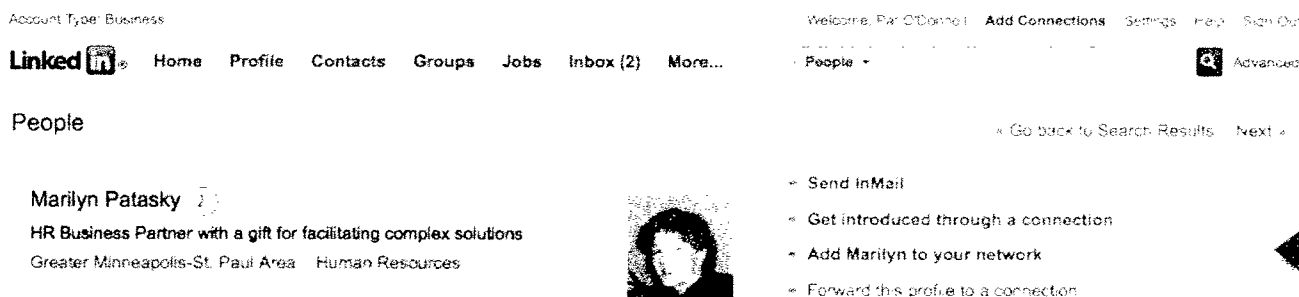
Searching For Someone You Know

18. It is easy to search for someone you know to see if they are in LinkedIn. Simply type the name (Marilyn Patasky in this case) in the upper right corner of any screen. Note that the search option "People" is selected to the left of the field where I typed the name. Then you need to click the spyglass  to the right of the name.



The screenshot shows the LinkedIn search interface. At the top, there is a navigation bar with "Home", "Profile", "Contacts", "Groups", "Jobs", "Inbox (2)", and "More...". On the right, there is a search bar with "Marilyn Patasky" entered and a "People" dropdown menu. Below the search bar, there is a list of search results for "Marilyn Patasky". The first result is "Marilyn Patasky" with a profile picture and a "People" label. Below this, there are other results for "Jobs", "Companies", "Answers", "Inbox", and "Groups". A "spyglass" icon is visible to the right of the search bar.

To ask Marilyn to connect to you click on “Add Marilyn to your network.”



The screenshot shows the LinkedIn interface for a user named Pat O'Donnell. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox (2)', and 'More...'. The main content area displays the profile of Marilyn Patasky, an HR Business Partner. To the right of her profile, there is a list of actions: 'Send InMail', 'Get introduced through a connection', 'Add Marilyn to your network' (highlighted with a black arrow), and 'Forward this profile to a connection'.

You then are asked to specify thru which venue you know her to aid her memory if she cannot remember how she knows you (and to reduce spam.)

The personal note you write is critical. Don't use the default message (as seen below.) Make yours warm and meaningful. Make it clear to the recipient why he/she should help you and make his/her best connections accessible to you.

Invite Marilyn to connect on LinkedIn

How do you know Marilyn?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Marilyn

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Pat O'Donnell

The recipient can accept, archive for a later decision, or reject your invitation by choosing to answer “I don't know this person.” Note if you get 5 rejections you will not be able to invite people in the future unless you have their actual email address before you invite them. These policies exist to prevent spamming via LinkedIn. Because of the risk of receiving “don't know” responses we recommend you do not import your full Outlook or Apple address book list in order to send invitations “en masse.” Call on the phone or approach someone through an intermediary first whenever possible. It results in better quality networking!

Getting Introduced Thru An Intermediary

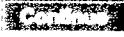
Let's say I want a formal introduction to Peter Simpson who I met briefly last year at an event. George Burr knows us both, so I ask George to forward my Profile to Pete so Pete will call me.

1. At the very bottom of Pete's page, I click on "Get introduced through a connection."

Send a message to Peter Simpson

- + Get introduced through a connection
- + Send InMail



I click on George Burr and  to send him the request. My note to Pete will be visible to George.

To: Peter Simpson

From: Pat O'Donnell

Include my contact information

Enter the contact information you would like to share

Email:

Phone: 952.956.4258

Category:

Subject:

Your message to Peter:


Pete, you and I met briefly last year at the IIBA conference. I hear you are looking for a Business Analyst with my financial background. I would like to discuss with you.

Peter is interested in:

career opportunities,
consulting offers, new
ventures, job inquiries,
expertise requests,
business deals,
reference requests,
getting back in touch

Peter's contact advice:

Include a brief note for George Burr:

 Hi George! I know you are on a Board of Directors with Pete. Can you forward my profile to him and tell him about the projects you and I have done together?

George can pass my request on or send a "Reply" to me for further discussion.

Groups

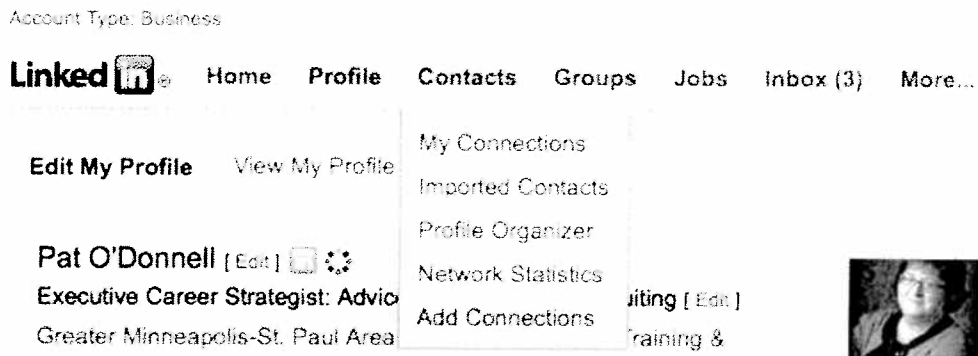
Joining a group and participating in the group discussions is a very effective way to network. People who participate in group discussions are ranked higher by the LinkedIn search engine. You can see the Profiles of other members of the group if the group allows it, extending your potential network. On a free membership level, you can join 40 groups.

20. To research and join a group, simply click on “Groups” and then “Groups Directory”



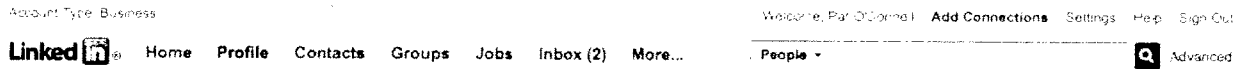
Colleagues and Classmates

21. You can also see and connect to groups of “Colleagues” (folks from one of your employers) and “Classmates.” Click on “Contacts” and then “Add Connections.”



SEARCH

Searching on keywords, title, industries, etc. is pretty self-explanatory once you find the form. Look for the word "Advanced" in the upper right corner of any page.



You then see this page. You will find that you need to try several combinations of input to find what works to answer your particular question.

