

# LinkedIn BASICS

## The World's Largest Professional Network

LinkedIn is the “Facebook” of the business world. It is an excellent way to find jobs, make connections within your industry and field, as well as keeping up to date with co-workers and organizations.

It is a *living resume* and is simple to keep updated. You'll be able to add skills, projects, experience, and interests to your profile that the potential employers and co-workers will see.

**Remember:** It's your profile— you have the freedom to decide what goes on it and who sees it.

### Resources & Tips:

Stay active on LinkedIn! You can do this by posting and commenting on statuses, as well as following public figures- Bill Gates frequently writes and shares interesting articles. By reading these, you'll keep up to date on new technology and happenings in the business world.

**Action Verbs:** [www.quintcareers.com/action\\_skills.html](http://www.quintcareers.com/action_skills.html)

**Make Use Of eBooks: *LinkedIn Guide: Building Your Living Resume***

Search LinkedIn on the website to find this eBook

[www.makeuseof.com](http://www.makeuseof.com)



**Bill Gates**

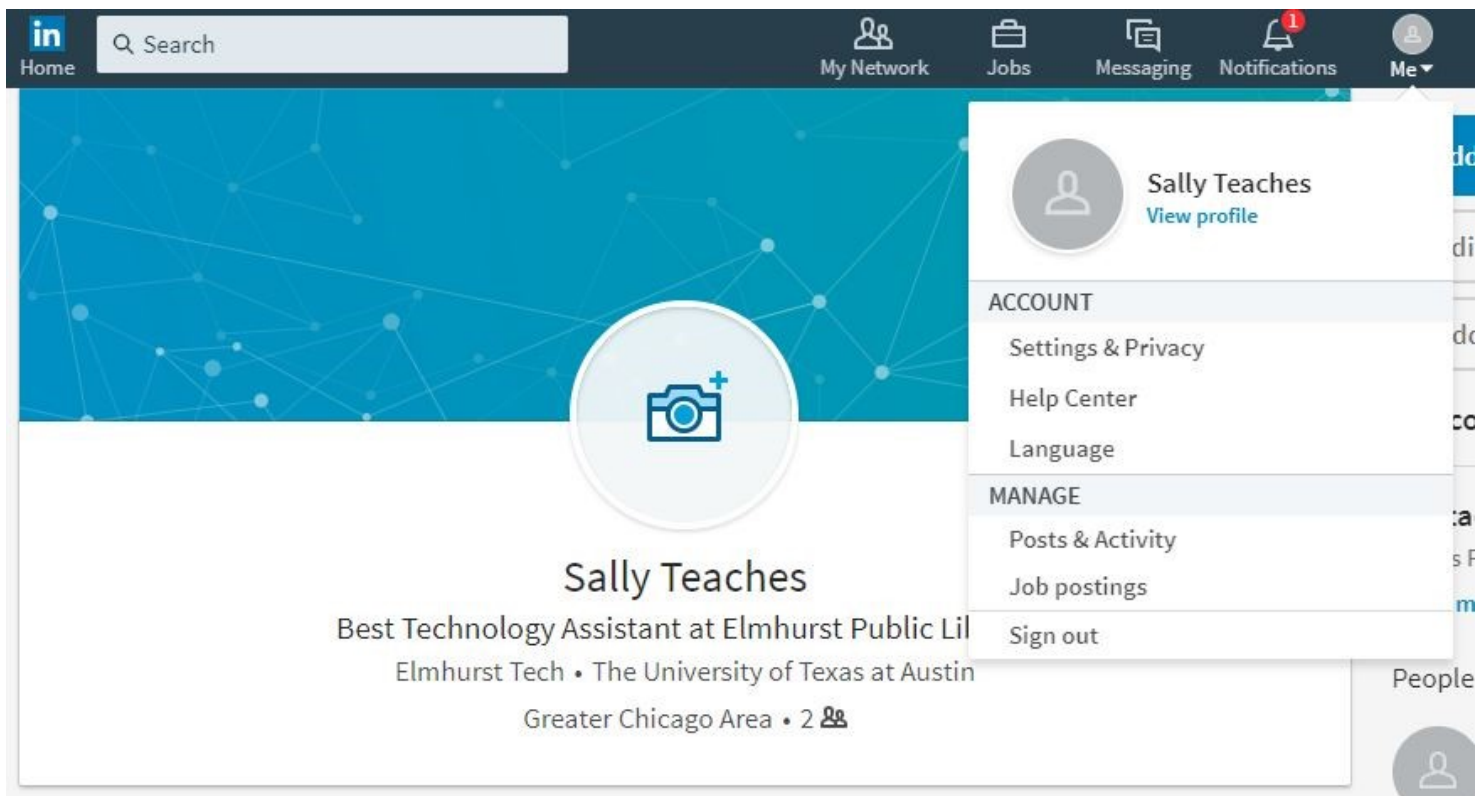
Chair, Bill & Melinda Gates Foundation  
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Want to find an organization or a person? Use the search function!

Find jobs, send messages, and look at your network here. Clicking down on the "Me" tab allows you to view your own profile and change settings, as well as log out.



## The Basic Interface:

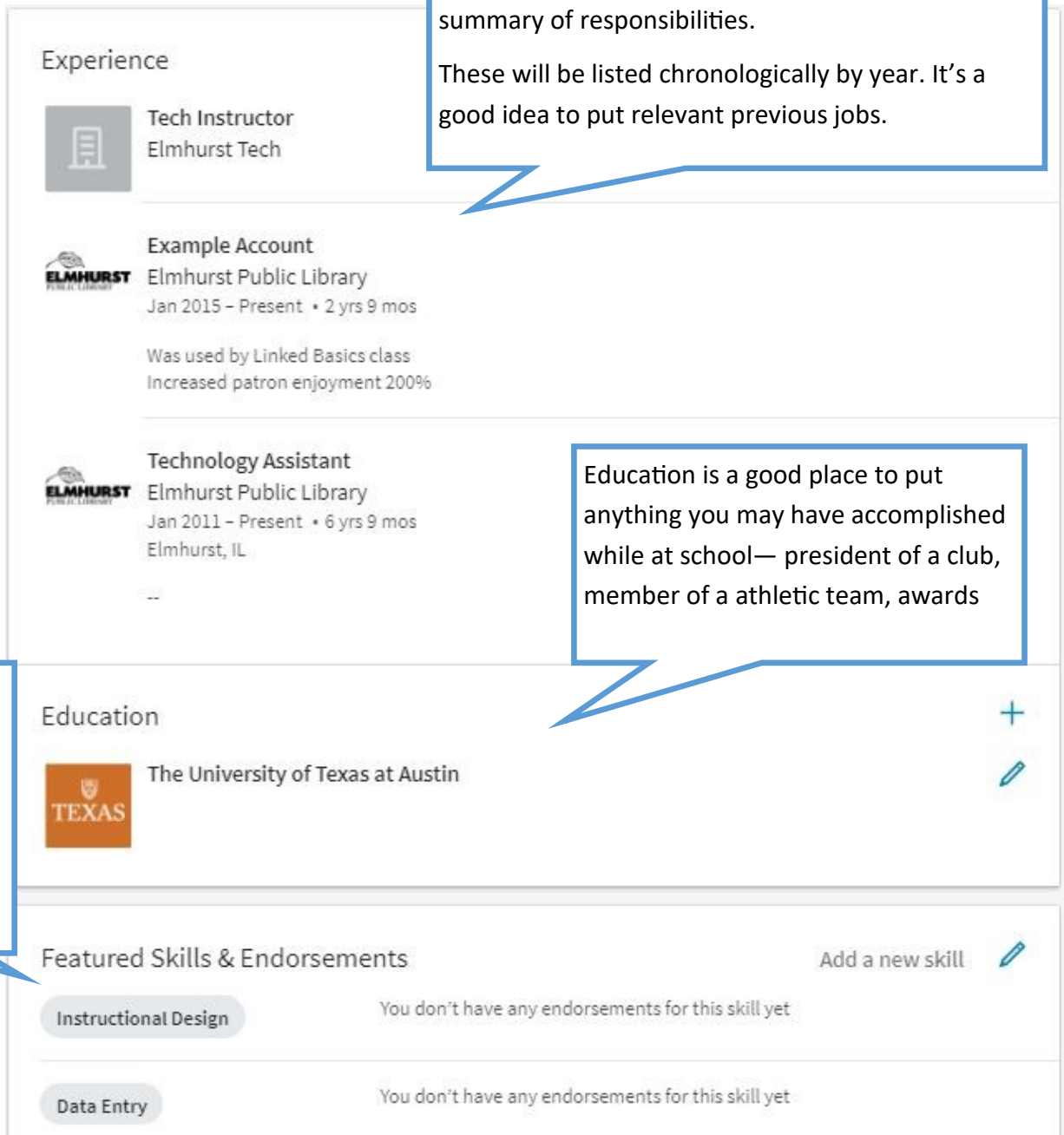
This is an example of a LinkedIn profile. Usually displayed are:

- Professional photo of the person
- Name & quick summary of their current professional life
- Their current job & where they went to school
- Where they currently live, and how many connections that person has

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Just like a resume would, a person's experience tab has organization name, job title, years worked, and summary of responsibilities.

These will be listed chronologically by year. It's a good idea to put relevant previous jobs.



The screenshot shows a LinkedIn profile with the following sections:

- Experience**
  - Tech Instructor** at **Elmhurst Tech**
  - Example Account** at **Elmhurst Public Library** (Jan 2015 - Present • 2 yrs 9 mos). Description: "Was used by Linked Basics class. Increased patron enjoyment 200%".
  - Technology Assistant** at **Elmhurst Public Library** (Jan 2011 - Present • 6 yrs 9 mos). Location: Elmhurst, IL.
- Education**
  - The University of Texas at Austin**
- Featured Skills & Endorsements**
  - Instructional Design**: You don't have any endorsements for this skill yet.
  - Data Entry**: You don't have any endorsements for this skill yet.

Education is a good place to put anything you may have accomplished while at school— president of a club, member of a athletic team, awards

Others can "endorse" you for skills, as well as leave snippets of recognition!