



## Leveraging LinkedIn: Level 1 (Basic)

*Ready to learn the ropes of this popular social networking site and how to use it to enhance your career and job search success?*

**COLLEGE**  
**SUCCESS**  
FOUNDATION

***PART 1***  
***The Basics***

# Why Is This Site Such a Big Deal?

There are 3 key things that make LinkedIn revolutionary:

**It was designed from the outset to facilitate business networking, not social or casual interactions**

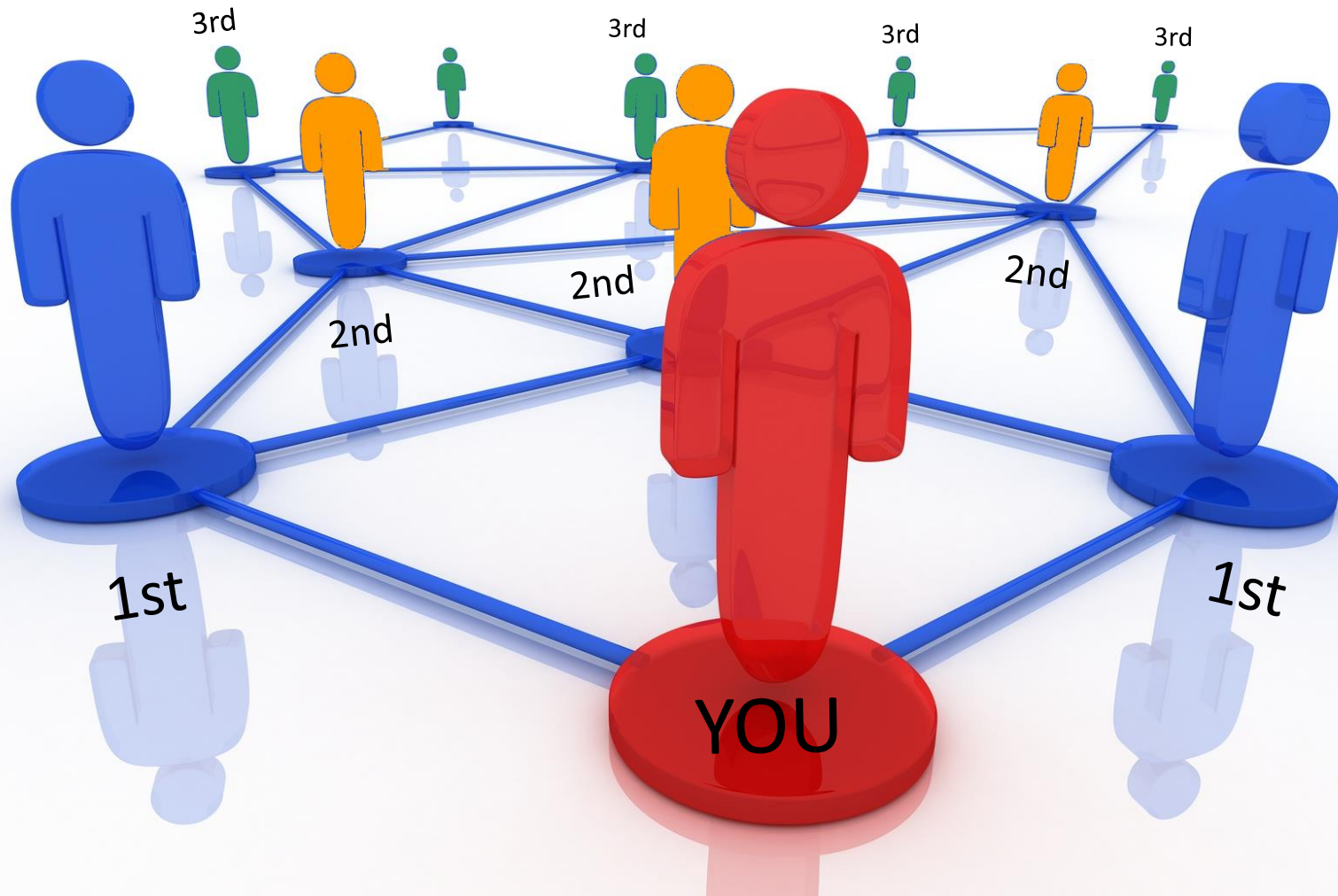
**It has attracted over 600 million users, mostly professionals and executives from all over the globe**

**It allows people to generate trusted referrals via the “six degrees of separation” networking concept**



# What's the "Degree" Thing About?

LinkedIn is all about trusted referrals—letting you network not just with friends (1<sup>st</sup> degree contacts), but also with friends of friends (2<sup>nd</sup> degree) and friends of friends of friends (3<sup>rd</sup> degree)



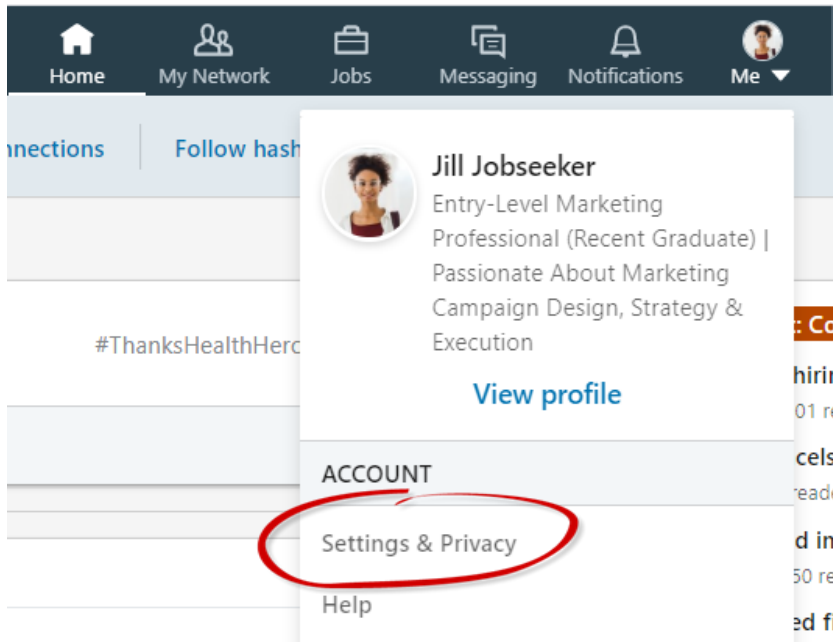
# What Can You Do With LinkedIn?

The sky is truly the limit when it comes to the types of career/business purposes LinkedIn can be used for:

- **Be found by recruiters, customers, and employers**
- **Get a foot in the door at specific companies**
- **Build strategic partnerships and referral networks**
- **Locate/contact people for informational interviews**
- **Research people prior to meetings and interviews**
- **Participate in various industry/occupational groups**
- **Search and apply to published job openings**
- **Share your ideas and promote your personal brand**
- **Assist other people with favors to build goodwill**

Honestly, though, this is just the tip of the iceberg...

# First Things First: Privacy Settings!



Before you update your LinkedIn profile, there are a few privacy settings you might want to adjust first – which can be accessed under the Me menu, Settings & Privacy submenu on the top LinkedIn toolbar.

## Recommended Setting Changes

- 1) Turn off (and leave off) the **Share Job Changes, Education Changes & Work Anniversaries** setting that alerts your friends about LinkedIn changes – especially if in a confidential situation
- 2) Change the **Viewers of this Profile Also Viewed** setting to the “no” option
- 3) Make sure your LinkedIn account is tied to a **personal e-mail address** that you fully control, not a work address
- 4) Lastly, if looking for work, you turn on the **Let Recruiters Know You’re Open to Opportunities** setting (click “learn more” next to it for confidentiality details) or change the setting to **Let All LinkedIn Users Know...** if you’re searching openly

# Commonly-Asked Questions



**Question:** Do I need a paid account on the system?

**Answer:** NO – the vast majority of LinkedIn features are completely free and only certain types of people (sales professionals, recruiters) need the advanced functionality that paid subscriptions provide



**Question:** Should I worry about privacy concerns?

**Answer:** YES – while LinkedIn is a very legitimate site that takes privacy seriously, obviously keep you guard up and don't post any info on the site that's personal or you wouldn't want shared with the public



**Question:** Do I need to check LinkedIn constantly?

**Answer:** NO – LinkedIn isn't a system you have to babysit or spend much time on, until those times you need it, since any important messages (invitations, job leads, etc.) will be sent you to by e-mail

# The LinkedIn “Home” Page

The screenshot shows the LinkedIn Home page layout. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, and Messaging. Below the navigation bar, a banner for Jill Jobseeker provides instructions to complete profile steps, with links for 'Find connections', 'Follow hashtags', and 'Profile started'. The left sidebar contains a profile card for Jill Jobseeker, an 'Entry-Level Marketing Professional', with options for 'Connections', 'Saved items', and 'Groups'. The main content area features a 'Start a post' section with a 'Write an article' link, a 'Jobs recommended for you' section listing roles like 'Maternity Technician' and 'Lead, Fraud & Risk Mitigation', and a promoted post for 'LinkedIn Marketing Solutions'. At the bottom, there is a large advertisement for eDataSource stating that 69% of users decrease lead-gen costs when using LinkedIn Sponsored Content.

The **Home** menu contains a number of miscellaneous, fairly self-explanatory items.

The center part of this page allows you to share “updates” about your professional activities with your contacts – as well as to review, share, and comment upon the updates shared by others.

Also, you have the options (rarely used) of writing a more formal article to share with the LinkedIn community as a whole, using the “write an article” link.

Lastly, on the left side, you can review statistics on how many folks have visited your profile.

***PART 2***  
***Building Your Web  
of Connections***

# Connections: Quality or Quantity?

So is the goal to connect with as many people as possible on LinkedIn—or just the people you know well?

## **The “Quality” Approach**

keeps things more private and will boost your success when asking for referrals, but limits the overall number of people you can reach on the system

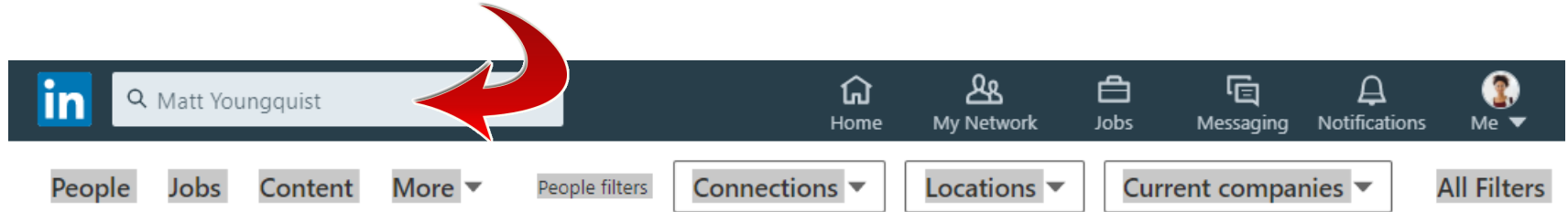


## **The “Quantity” Approach**

will give you more visibility and more access to people on the system, but you might get lots of random help requests from people you don't know

# Adding Connections: Option #1

Look for people by name using the top search toolbar



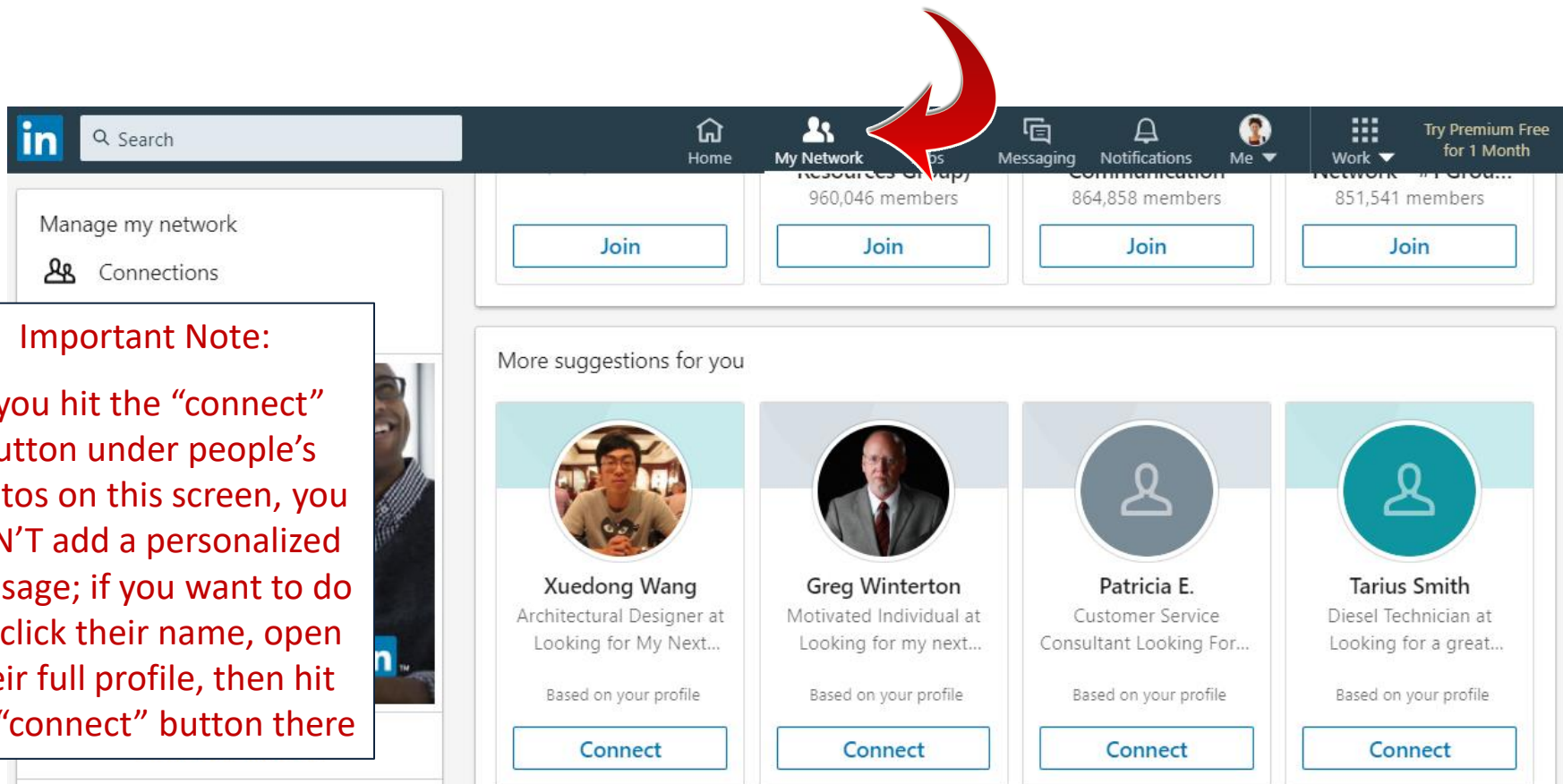
If you're searching for somebody with a fairly common name, you might have to add additional keywords (e.g. their company name, location, college attended, etc.) to find the person in question.

When you do turn the desired individual up, hit the **“connect”** button next to their name and then you'll see there's an optional box where you can type in a personalized note. You should always take advantage of this feature, just to be polite, possibly reminding them who you are (if they may not recognize your name) and asking if they'd be interested in linking up!

# Adding Connections: Option #2

## Review “People You May Know” suggestions

If you click on the My Network icon on the top toolbar, the middle of the next screen will show a list of people the system thinks you might potentially know – and want to connect with



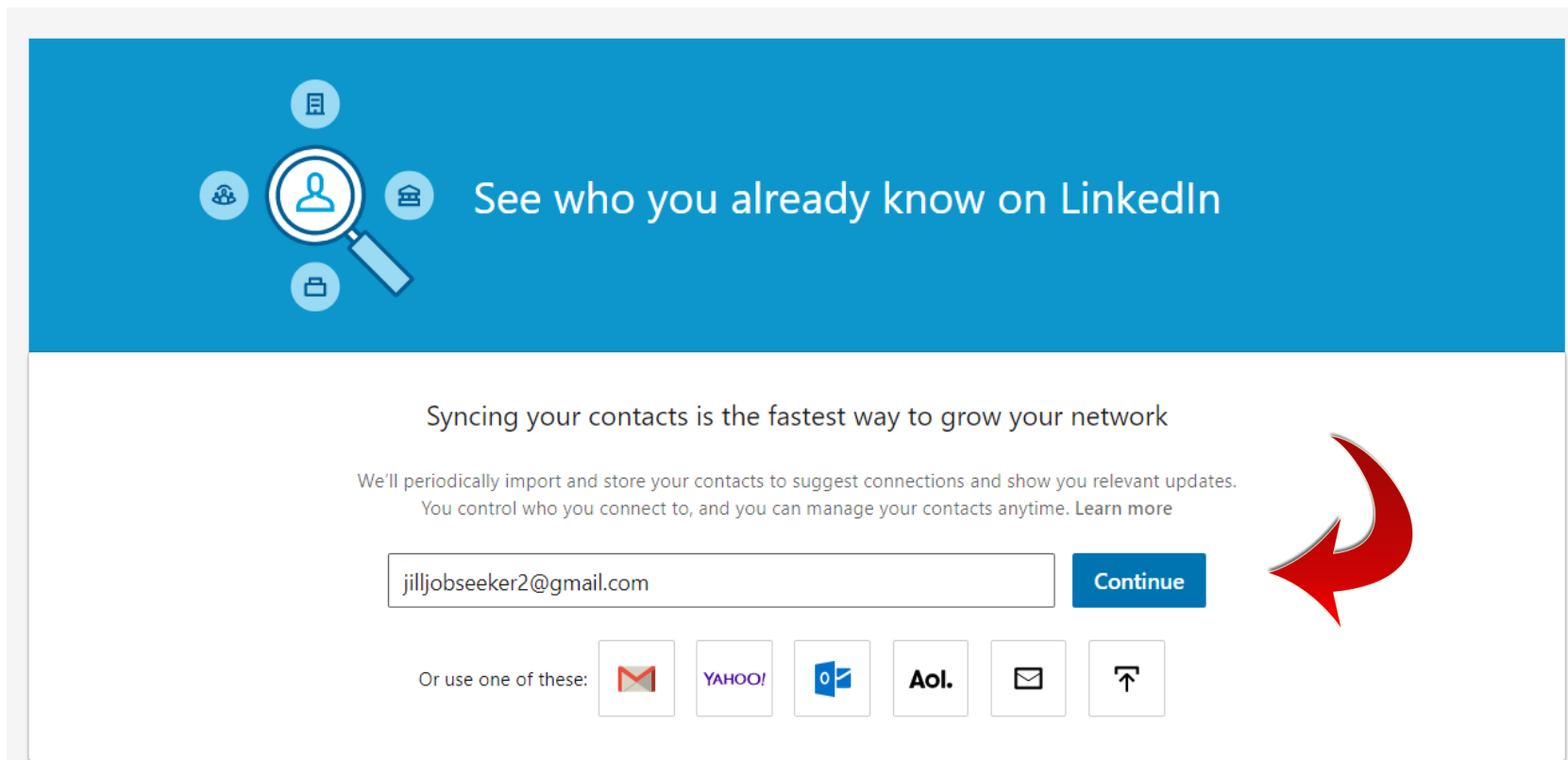
The screenshot shows the LinkedIn interface. At the top, there is a dark blue navigation bar with icons for Home, My Network, Groups, Messaging, Notifications, and Me. A red arrow points to the 'My Network' icon. Below the navigation bar, there are three cards for groups: 'Resources Group' (960,046 members), 'Communication' (864,858 members), and 'Network #1 Group...' (851,541 members). Each card has a 'Join' button. Below these cards, there is a section titled 'More suggestions for you' with four profile cards. Each card shows a profile picture, name, title, and a 'Connect' button. The profiles are: Xuedong Wang (Architectural Designer at Looking for My Next...), Greg Winterton (Motivated Individual at Looking for my next...), Patricia E. (Customer Service Consultant Looking For...), and Tarius Smith (Diesel Technician at Looking for a great...).

**Important Note:**  
If you hit the “connect” button under people’s photos on this screen, you CAN’T add a personalized message; if you want to do so, click their name, open their full profile, then hit the “connect” button there

# Adding Connections: Option #3

## Allow LinkedIn to Import Your Address Book

On the “My Network” screen, you’ll see an option allowing LinkedIn to import potential contacts from your e-mail system; if you do this, however, uncheck the “select all” box that comes up to avoid spamming 100’s of people!



The screenshot shows the LinkedIn 'My Network' interface. At the top, there's a blue header with the text 'See who you already know on LinkedIn' and several icons. Below this, the main content area is white. It features the text 'Syncing your contacts is the fastest way to grow your network' and a sub-message: 'We'll periodically import and store your contacts to suggest connections and show you relevant updates. You control who you connect to, and you can manage your contacts anytime. Learn more'. A text input field contains the email address 'jilljobseeker2@gmail.com' and a blue 'Continue' button. Below the input field, there's a row of six icons representing different email providers: Gmail, Yahoo!, Outlook, AOL, a generic email icon, and a social media icon. A large red arrow points from the right side of the screen towards the 'Continue' button.

# Invitation Message Examples

A few samples of what a customized invitation note might look like...

## **Sample Invitation Note to New Acquaintance:**

*“Mary: While I’m not sure of your LinkedIn connection policy, we met a few months ago at the UW alumni event, as you may recall, and I really enjoyed the insights you shared. I’d love to connect up with you here on the system, if you’re open to the idea. Thanks for considering it...”*

## **Sample Invitation Note to Past Friend/Colleague:**

*“Carlos: Hey stranger! Haven’t talked with you since high school, but I’m just getting the hang of the LinkedIn system and stumbled across your profile on there – so would love to connect up, if you’re open to the idea. Hope you’ve been up to great things all these years past...”*

## **Sample Invitation Note to Good Friend:**

*“Yo dude! I just finally got around to joining LinkedIn. Let’s connect up and I’ll see you at the gym this weekend...”*

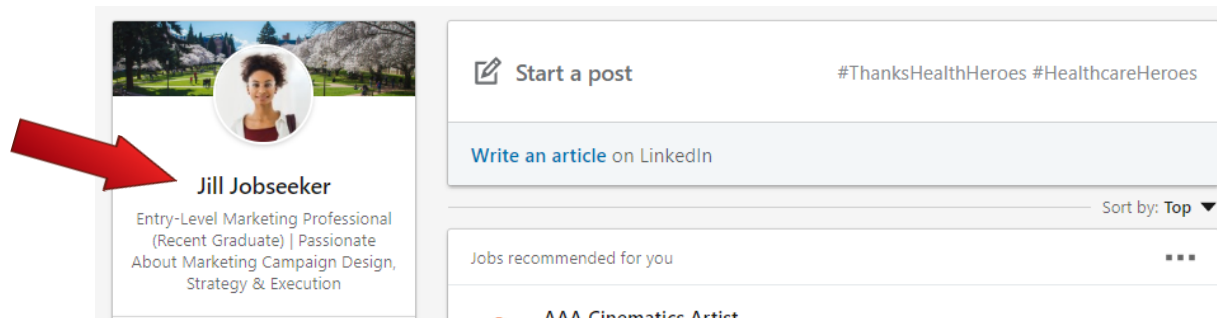
***PART 3***  
***Optimizing Your Profile  
for Best Results***

# Optimizing Your LinkedIn Profile

Your **Profile** on LinkedIn is best thought of as your “online resume” of sorts, as it contains all of the info about you that others will be able to see on the system. This being said, there are a number of important tricks to building your profile to make it more “findable” on the system.

In the pages that follow, we’re going to give you step-by-step instructions on how to fine-tune your profile for best results, walking you through the profile of a fictitious individual called “Jill Jobseeker” that we’ve created as an illustration of how one might go about fleshing out a profile.

The fastest way to view/edit your profile is to simply click on your name on the left side of the LinkedIn Home screen



# Profile Optimization Step #1

ADD A FLATTERING  
PROFESSIONAL PHOTO

We recommend you include a photo on your profile since it will help your page “pop” and help people put a face to your name, when networking.

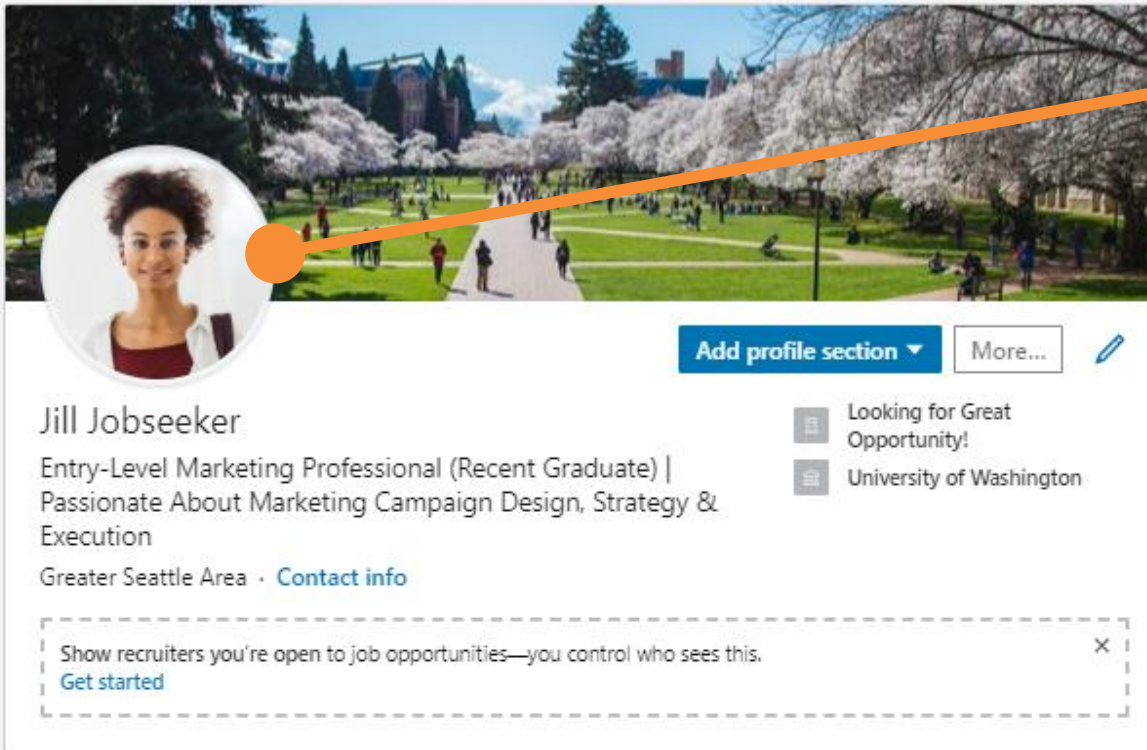
The keys to a good photo?

1. Use a clear, well-lit image; stand next to a window, take the photo outside, or use a flash

2. Dress appropriately and in a way that fits your career niche

3. Smile and do your best to look friendly and approachable

Also consider customizing the “wallpaper” image behind your photo, too, for extra originality.



Jill Jobseeker

Entry-Level Marketing Professional (Recent Graduate) |  
Passionate About Marketing Campaign Design, Strategy &  
Execution

Greater Seattle Area · [Contact info](#)

[Add profile section](#) [More...](#)

Looking for Great Opportunity!  
University of Washington

Show recruiters you're open to job opportunities—you control who sees this.  
[Get started](#)

## Strengthen your profile



Let's update your headline to match your current position

That way, people can easily find and connect with you

Not now

[Update headline](#)

## About

As a recent marketing graduate from the University of Washington, seeking an entry-level opportunity with a Seattle-area employer. I'm passionate about helping businesses develop and execute creative new ways to attract

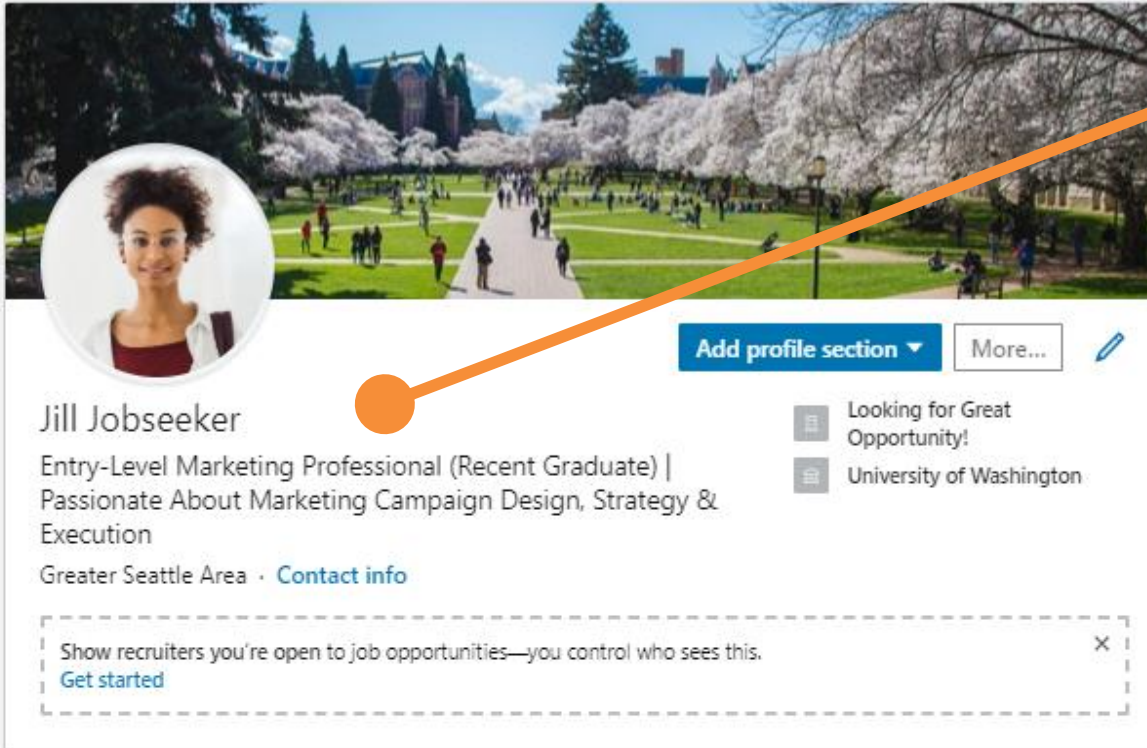
# Profile Optimization Step #2

WRITE A COMPELLING HEADLINE

By default, the headline on your profile reflects your current (or most recent) job title and company – but you can change and customize it, if desired.

For best results, you'll usually want to use the 120 characters allowed to write something more descriptive about your career focus/skills – packing this section with relevant job titles, keywords, and industry terms.

This will not only help visitors understand your expertise, but the text you insert will also be picked up (and count heavily) in the LinkedIn search formula.



Jill Jobseeker

Entry-Level Marketing Professional (Recent Graduate) |  
Passionate About Marketing Campaign Design, Strategy &  
Execution

Greater Seattle Area · [Contact info](#)

[Add profile section](#) [More...](#)

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[Update headline](#)

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# Profile Optimization Step #3

## About

As a recent marketing graduate from the University of Washington, seeking an entry-level opportunity with a Seattle-area employer, I'm passionate about helping businesses develop and execute creative new ways to attract customers, boost sales, and enhance market share.

Throughout my life, I've been recognized consistently by my supervisors, co-workers, and professors for having a superior work ethic and a "don't ever give up" attitude. I believe that every business has a story behind it and the more the marketing team can tap into that story, and figure out what makes the business truly unique, the better they'll be able to help the company set itself apart from competitors -- and make it a place that customers want to come back to, time and time again.

To date, both through my college studies and an internship I completed at Microsoft, I've acquired a solid understanding of numerous marketing areas including:

- Marketing Strategy & Plan Development
- Advertising Campaign Design & Execution (Digital & Print)
- Event Planning & Promotions
- Social Media & Website Content Development / Updating
- SEO / SEM / Google Analytics Usage
- Branding & Corporate Identity
- Internal & External Communications
- Community Outreach & Public Relations
- Content Development, Editing & Proofreading
- Market Research & Industry Trend Analysis

Despite familiarity with the above concepts, however, I fully recognize that my professional journey is just getting underway - so you'll find me highly coachable, eager to learn, and willing to go the extra mile to excel in any tasks I'm given. Many thanks for stopping by my profile and if your company is in need of some marketing or administrative support, please don't hesitate to get in touch!

DRAFT A KEYWORD-RICH "ABOUT" SECTION

This section is a critical element of any effective LinkedIn profile and gives you 2,600 characters of text to introduce yourself, tell your story, and highlight some relevant professional keywords.

The template shown to the left (you can copy/paste in the bullet symbols from MS Word) is one we've had success with over the years and "hits all the right notes" in terms of a mix of both narrative description and keyword-rich content

Or you can review other creative summary samples on the pages which follow...

## Your Dashboard

Private to you

☆ All Star

0

Who viewed your profile

0

Article views

0


Search appearances


### Salary insights


See how your salary compares to others in the community


# Profile Optimization Step #4

Experience +

 **Marketing Assistant / Specialist / Coordinator**  
Looking for Great Opportunity!  
2020 – Present · less than a year  
Greater Seattle Area

 **Barista / Customer Service Assistant**  
Starbucks  
2018 – 2020 · 2 yrs  
Greater Seattle Area  
Thrived in a fast-paced, customer-focused environment - providing customer service to a diverse mix of customers at a busy Starbucks location near the University of Washington. Recognized by supervisor for outstanding attendance record and asked to take on special additional responsibility for training new employees and opening/closing the store several days per week.

 **Marketing & Advertising Intern**  
Microsoft  
Jun 2019 – Aug 2019 · 3 mos  
Greater Seattle Area  
Completed 3-month internship with the Microsoft MSN group - gaining an extensive understanding of modern digital and online advertising methods. Wrote copy for over 200 online banner advertisements, made basic SEO and SEM advertising improvements, edited and proofread ads for accuracy, and conducted research into online advertising trends. Strengthened sk...[see more](#)

 **Office Assistant / Administrative Support Professional**  
Youngquist & Associate  
Oct 2015 – Oct 2017 · 2 yrs 1 mo  
Greater Seattle Area  
Worked part-time during high school for this small consulting firm, handling a mix of administrative support responsibilities (filing, answering phones, greeting clients) in addition to updating the company's website and social media pages. Ordered office supplies and ensured all visitors to the office had a positive, professional experience. Recommended a new system for storing th...[see more](#)

Education +

FLESH OUT YOUR EXPERIENCE SECTION

There are two noteworthy tricks involved in this section beyond simply listing your work details.

First, since words in titles carry tons of extra weight in the site's search formula, enhance your current/past titles with a few extra keywords, if possible, to greatly improve your ranking in relevant searches.

Also, if between jobs, create a placeholder entry that runs from your last job date to present -- and includes your top target titles and a euphemism like "open to opportunities" or "consultant" for company name.

# Profile Optimization Step #5

## ADD YOUR EDUCATION & SCHOOLING

### Education



#### University of Washington

Bachelor of Arts - BA, Marketing

2017 – 2020

Activities and Societies: Treasurer, American Marketing Association (UW Student Chapter) Member, Phi Kappa Phi Honor Society Varsity Team Member, University of Washington Women's Crew

- Completed special project to design a marketing plan for a new startup in the apparel business; worked as part of a team that researched the industry, analyzed trends and competitors, developed the company name and logo, and designed a series of advertising strategies (print and digital) working within the firm's tight budget
- Designed a hypothetical digital marketing campaign for a new e-commerce business, implementing a series of direct marketing and SEO strategies and using Google Analytics to track the results

### Skills & Endorsements

Add a new skill

Take skill quiz

Marketing

Advertising

Office Administration

Show more

LinkedIn

About

Careers

Ad Choices

Talent Solutions

Marketing Solutions

Sales Solutions

Community Guidelines

Privacy & Terms

Mobile



Questions?

Visit our Help Center.



Manage your account and privacy

Go to your Settings.

This section is pretty simple, since all you can really do here is insert college degrees (if you have them) and then add a bit more detail, if desired, about your grades, activities, and the coursework you took.

As for any other training and certifications you possess, while you can force them into this section, if desired, most people add these other items into the optional “certifications” section.

Lastly, dates in this section are optional, so you don't have to share them if you're concerned about potential age bias.

# Profile Optimization Step #6

MAX OUT SKILLS &  
ENDORSEMENTS

## Skills & Endorsements

Add a new skill 

Take skill quiz

Marketing

Advertising

Office Administration

## Industry Knowledge

Administration

Social Media

E-commerce

Market Research

Web Content Writing

Branding

Content Development

Direct Marketing

Web Analytics

Social Media Marketing

Marketing Management

Copywriting

Creative Writing

Marketing Strategy

Digital Marketing

Event Planning

Search Engine Optimization (SEO)

Public Relations

Search Engine Marketing (SEM)

Administrative Assistance

Online Advertising

Community Outreach

Online Marketing

Facebook Marketing

Writing

Content Marketing

In this section, you can enter up to 50 skills you possess and then your contacts can “endorse” you for these qualifications.

Even if you’ve already listed these same keywords elsewhere on your profile, put them here, too, since this section is used heavily by recruiters to build lists of potential job candidates to contact. Max out the section by adding 50 terms related to your field, which isn’t as hard as you might think – since as you’ll see, once you start typing, the system will prompt you with relevant terms/suggestions!

# Additional Profile Tips

- Use the **Add Profile Section** to the right of your photo, on the main Edit Profile screen, to insert additional optional profile sections such as languages, certifications, patents, etc.
- Given that many people now share their LinkedIn “address” when networking, we’d recommend you customize your **Public Profile URL** (LinkedIn address) via the instructions [here](#)
- If you have some people (i.e. friends, professors, supervisors) that you feel would be willing to say some nice things about you, go to Add Profile Section menu mentioned above and notice that you can **Request a Recommendation** from people
- You’ll also find **Upload** and **Link** options at the bottom of the Summary, Experience, and Education sections if you want to add multimedia files or web links to your profile -- but it’s better to add nothing, versus low quality or irrelevant info

# Questions & Next Steps

Any final questions I can answer (time permitting) based on these initial concepts we've reviewed?

If you sign up for the next class, Level 2, we'll dig deeper into the LinkedIn system and cover a series of more advanced tips and techniques, including:

- **How to join and utilize LinkedIn Groups**
- **How to find relevant recruiters and hiring managers**
- **How to turn up suitable contacts for info interviews**
- **How to tailor your job search for best results**
- **How to use LinkedIn to research target companies**

Hope to see you there!



## Leveraging LinkedIn: Level 2 (Advanced)

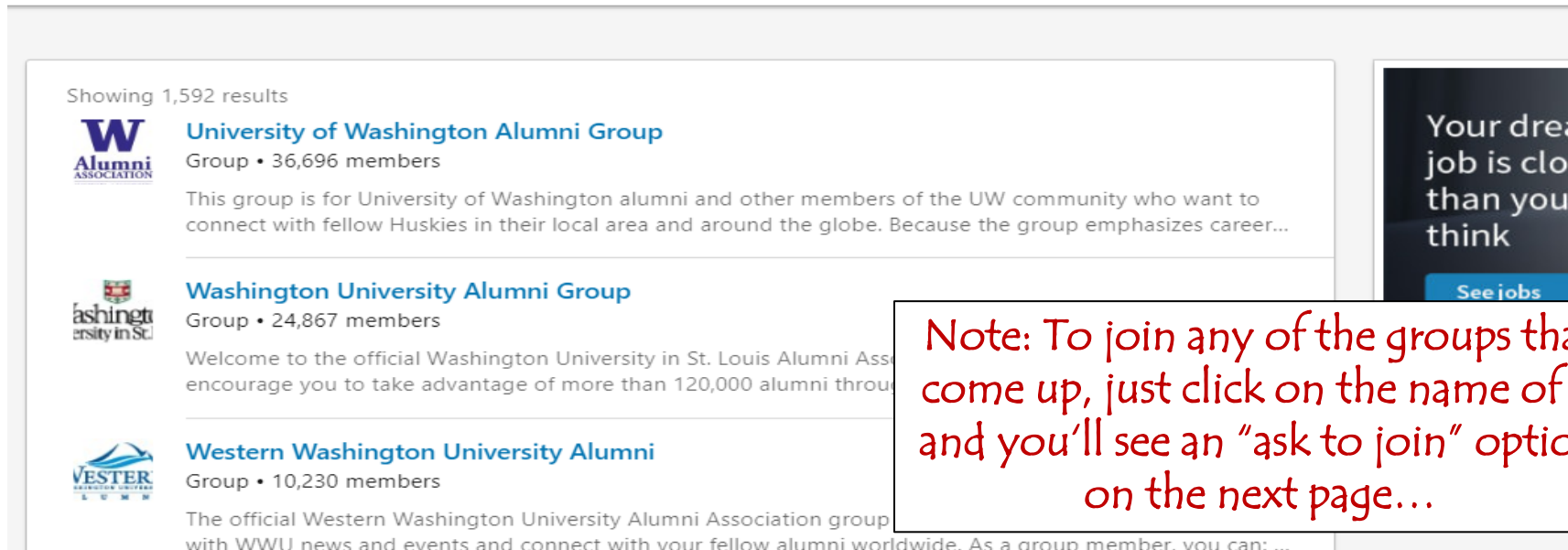
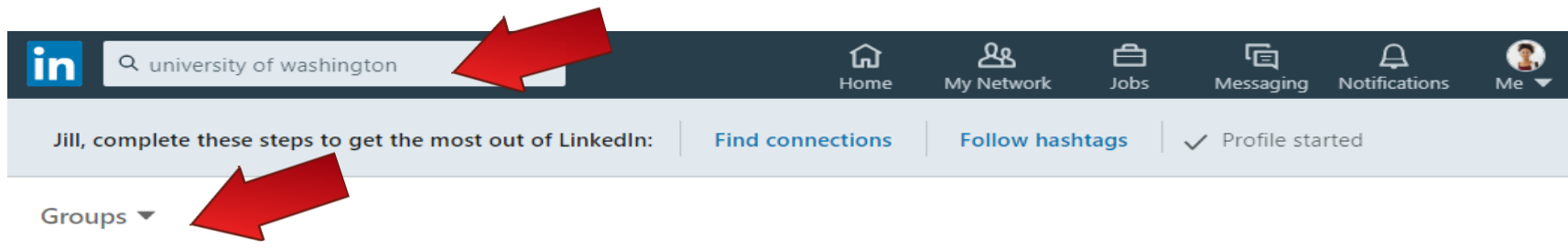
*Ready to discuss some more advanced concepts of LinkedIn and many overlooked tips/tricks that can help you reach your career goals?*

**COLLEGE**  
**SUCCESS**  
FOUNDATION

***PART 4***  
***The Benefits of Joining  
LinkedIn Groups***

# Joining LinkedIn Groups

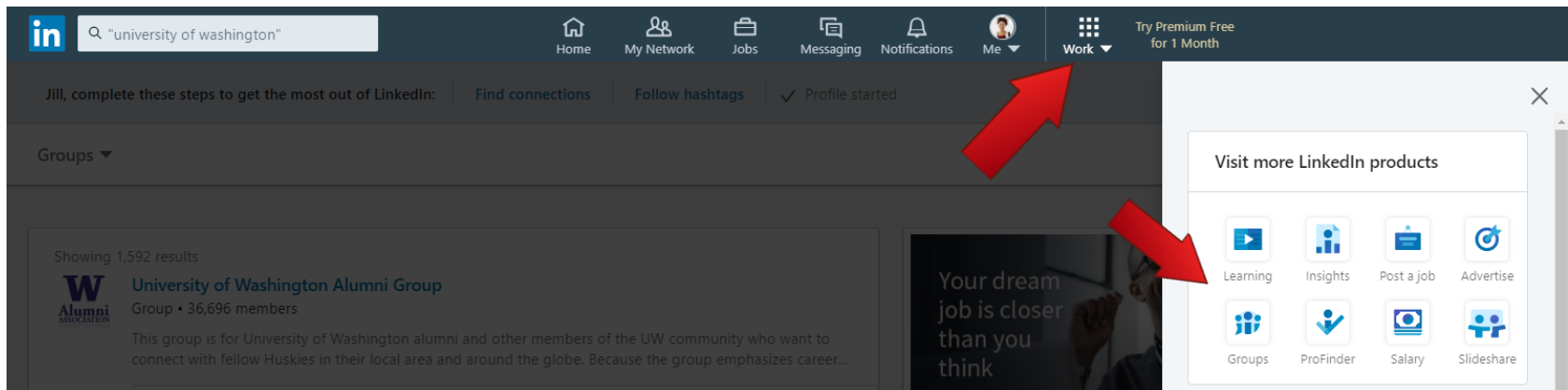
LinkedIn Groups are “virtual communities” of people on the system seeking to network around a specific topic. The easiest way to find appropriate groups is to type relevant keywords into the top search bar, then click the “More” menu and “Groups” option.



Note: To join any of the groups that come up, just click on the name of it and you'll see an "ask to join" option on the next page...

# LinkedIn Groups Management

Once you've joined a few Groups (the max is 100, but most people tend to join 5-15) you can visit your individual group pages by clicking on the Group option in the "Work" toolbar menu:



## *The key benefits of belonging to LinkedIn Groups?*

1. Joining lots of Groups increases your ranking in the overall LinkedIn search formula
2. You can search group directories for specific types of people; e.g. recruiters, hiring managers
3. You can post articles/comments on Groups and interact with items that others have posted
4. And most importantly, you can directly e-mail up to 15 fellow Group members for free each month; to do this, just click on the "See All" link on the top right of the screen, scroll down to any appropriate member, and click the "message" button next to their name

***PART 5***  
***Networking &***  
***Generating Referrals***

# Generating Referrals

Now that you've added some contacts and polished your profile up, it's time to show you where LinkedIn really shines—which is helping facilitate useful connections to relevant people and organizations.

The key questions to ask yourself are:

- 1. What kinds of people do I need to meet?**
- 2. Are there any specific companies that interest me?**
- 3. Are there general “types” of companies I'm targeting?**
- 4. What kinds of job opportunities would fit my skills?**
- 5. What other information/answers do I need to seek out?**

As we'll see shortly, LinkedIn has the power to address all of these questions – and more – when used properly!

# Boolean Search Syntax

In order to run precise, powerful searches on LinkedIn, you'll need to learn the rules of "Boolean Syntax"

Essentially, these rules consist of:

- 1) Using AND or OR between your search terms, as appropriate
- 2) Putting quotes around search terms of two words or more
- 3) Inserting a NOT before any term/phrase you want to exclude
- 4) Using parentheses around groups of "OR" terms that go together

Important Note: LinkedIn doesn't allow searches with more than 5 syntax (AND/OR/NOT) terms in them – so if you run a search and it doesn't work, make sure you haven't exceeded 5 syntax terms!

Also, too, before refining things with Boolean, start your efforts with a blank search – then hit the "All Filters" link on the right side

# Boolean Search Examples

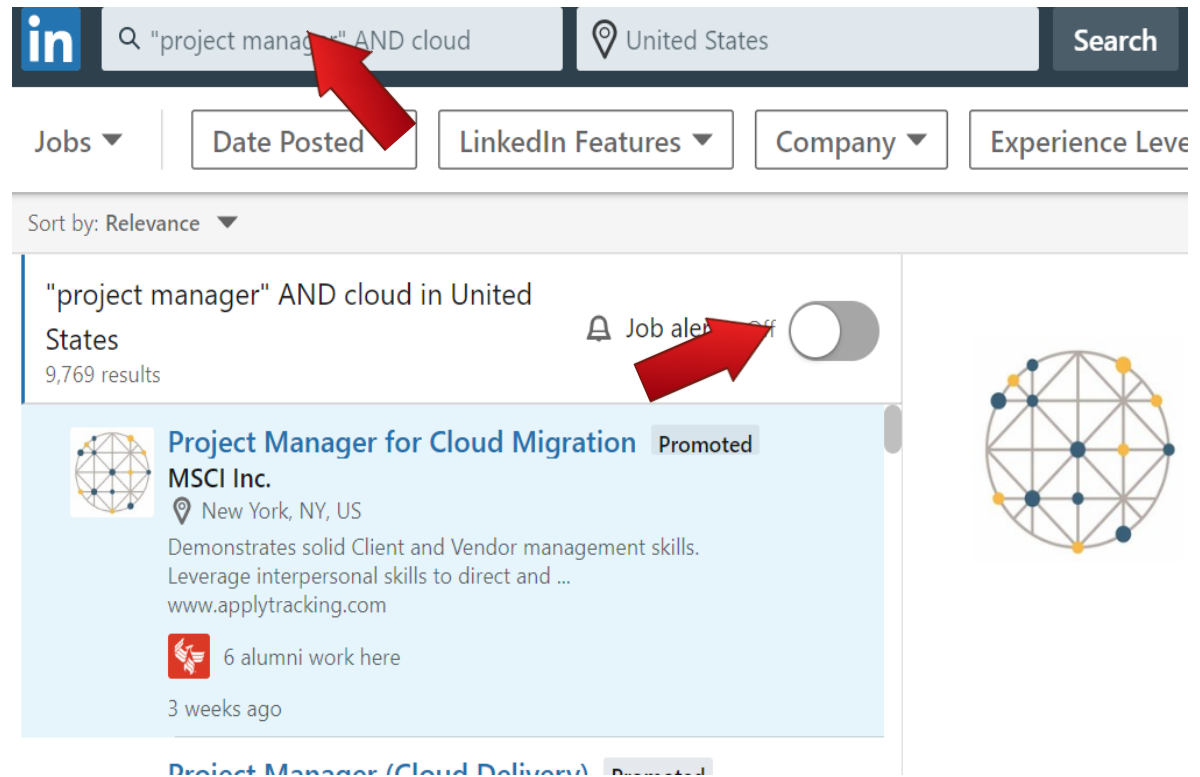
- 1) To find a contact at Microsoft, simply search by the word **Microsoft** in the All Filters, Current Company field
  - 2) To find somebody who manages the finances for a company, search in the All Filters, Titles box for:  
**(manager OR director) AND (accounting OR finance)**
  - 3) To find recruiters or HR professionals who work in the retail industry, search the All Filters, Titles field using:  
**HR OR "human resources" OR recruiter OR recruiting OR "talent acquisition" OR "executive search"**
- ...and then, when the results come up, either choose the “retail” option in the All Filters, Industry menu or try adding a term like “retail” in the top keyword search box

# Searching for Job Leads

The **Jobs** menu is where you can scout for published job leads. You simply type in a few relevant job titles or keywords to search (remember, you can use boolean!) and can also click the “All Filters” option on the right, after your search, to further refine things.

Note that once you run an initial search, additional “filters” will appear on the top of the results page, allowing you to refine your parameters more precisely by Experience Level, Zipcode Radius, and other various options.

Also, don't miss the “job alert” option that let's you sign up to receive daily leads automatically!



The screenshot shows the LinkedIn search interface. The search bar contains the query "project manager" AND cloud and the location is set to United States. Below the search bar, there are filters for Jobs, Date Posted, LinkedIn Features, Company, and Experience Level. The search results are sorted by Relevance. The first result is a job listing for "Project Manager for Cloud Migration" at MSCI Inc. in New York, NY, US. The job listing includes a description, the company logo, and a "Job alert" toggle switch. A red arrow points to the "Job alert" toggle switch, which is currently turned off. Another red arrow points to the search bar.

# Searching for Companies

LinkedIn also has the ability to produce a list of target companies based on specific industry/location criteria, but the vast majority of users don't know how to do this – and LinkedIn has largely hidden this functionality. They also don't provide a geographical filter for searching companies, so you have to program your target cities directly into the search itself. Here's an example:

**(biotechnology OR pharmaceutical OR “medical device”) AND  
(seattle OR bellevue OR “washington state”)**

\* Note, as mentioned earlier, you can only use up to 5 AND/OR terms in a single search, so you'd have to run additional searches if you wanted to target additional cities/locations

Once you run this search, you'd then click the **More** menu below the search box and choose the **Companies** option – and voilà, a list of 100 biotech-related companies would turn up!

# final questions?

if interested in even more LinkedIn tips, feel free to visit the additional set of blog postings I've written on the subject at:

[www.career-horizons.com/category/linkedin-tips](http://www.career-horizons.com/category/linkedin-tips)

