2. LinkedIn

LinkedIn is a social network site directed at professionals who want to strengthen and expand their network, by publishing their resume or CV and other professional information online. In the last few years, *LinkedIn* has grown enormously. As of 2012, there are now over 150 million registered members worldwide.

The main objective of *LinkedIn* is to let the members benefit from each other's business network and contacts. For instance, you can use this network if you are looking for a new job or new business opportunities. Jobseekers can take a look at the profile of future or potential employers and find out which one of their current contacts may be able to introduce them to such employers. Employers can publish job openings, look for possible candidates and check the job applicants' work history and education.

If you sign up for one of the groups in *LinkedIn*, you will get to know even more people. A large number of groups have formed around a vast array of topics and specialist issues. You can also follow the company where you are currently employed or where you have previously worked. This enables you to stay up to date about new job openings and other information about this company.

In this chapter you will find a number of tips which will help you make efficient use of your *LinkedIn* membership and benefit as much as possible from your network contacts. This will not only help you find the right contacts, but will also make it easier for others to find you.

In this chapter you will learn how to:

- create a *LinkedIn* account;
- edit and view your profile;
- add a photo to your profile;
- view and change settings;
- find, add and confirm contacts in *LinkedIn*;
- use introductions;
- search for a group and become a member of this group;
- search for a company and follow this company;
- delete your account.

↘**Please note:**
LinkedIn is subject to regular changes. It is possible that the windows on your own screen may look different from the examples in this chapter. If you cannot find a specific button, you might find it somewhere else, in the same window.

2.1 Creating an Account

In order to use *LinkedIn*, you will need to have an account. First, you are going to visit the website:

☞ **Open the www.linkedin.com website** ✌**1**

Now you will see the *LinkedIn* home page. You can start creating your account, straightaway:
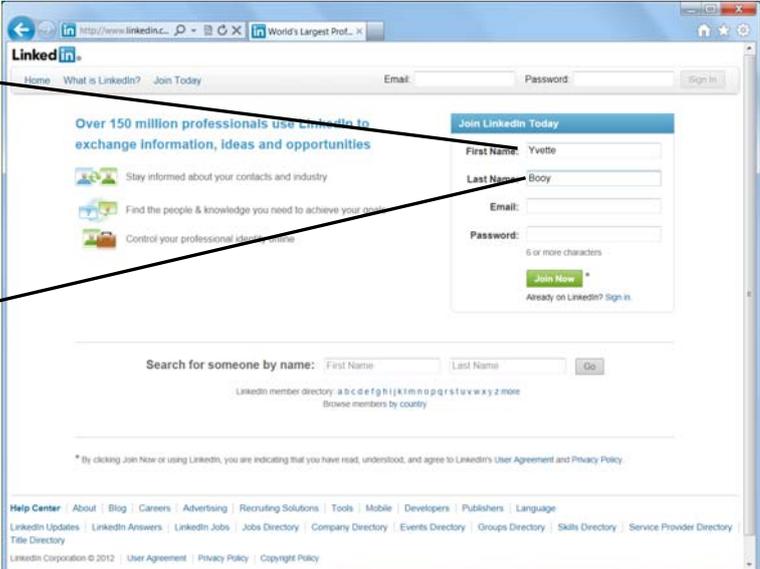
⌨ **By First Name:, type your first name**

⌨ **By Last Name:, type your last name**

💡 **Tip**
Which e-mail address?
You may be inclined to enter your professional e-mail address. If you are the owner of the company, this will be okay. But if you are an employee, you may decide to change jobs, at a certain point in time. This means you will no longer be able to use your former company's e-mail address. So it is better to use your personal e-mail address, or create a new *Hotmail* or *Gmail* address for this purpose. *LinkedIn* allows you to link multiple e-mail addresses to your profile. You can always add your professional e-mail address as a secondary address later on.

⌨ **By Email:, type your e-mail address**

⌨ **By Password:, enter a password**

The password should consist of six to sixteen characters.

🖰 **Click** Join Now
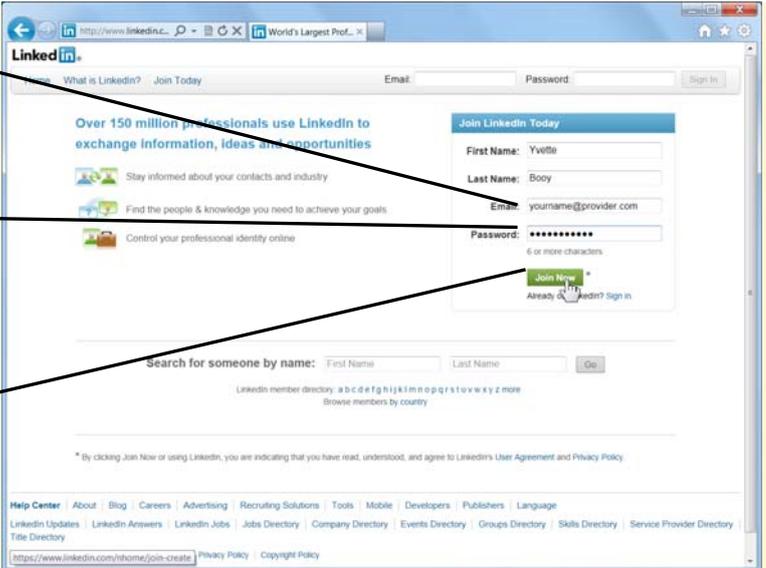
☞ **Write down your e-mail address and password on paper and store this in a safe place.**

You can immediately start creating your professional profile on *LinkedIn*.

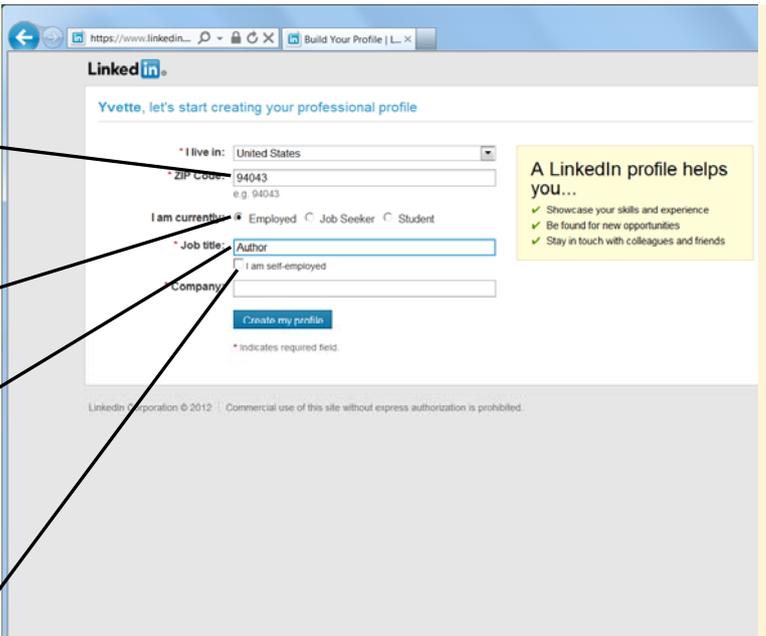⌨ **By ZIP Code:, type your postal/zip code**

🖰 **By I am currently:, click the radio button 🔘 next to the desired option**

⌨ **By Job title:, type your current job title**
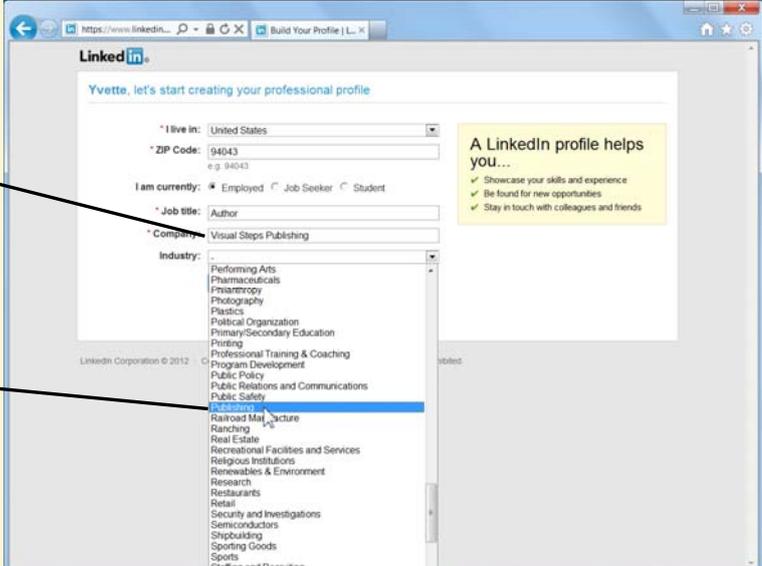
If you are self-employed:

🖰 **Check the box ☑ next to I am self-employed**

⌨ **By Company:, type the name of your own company, or of the company that employs you**

☞ **By Industry:, select the line of business in which you are working**

🖰 **Click** Create my profile

LinkedIn will now suggest searching for other *LinkedIn* users in your e-mail address book. For now, you are going to skip this step:

🖰 **Click** Skip this step
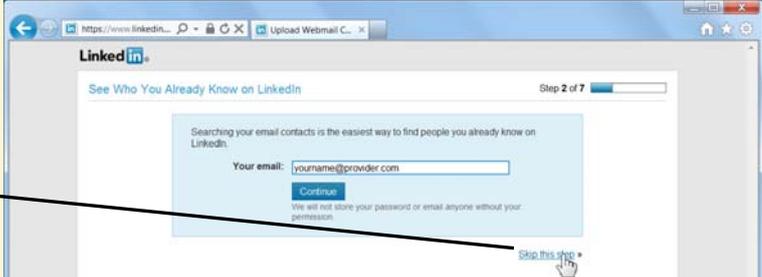
You can let *LinkedIn* send an e-mail message to the e-mail address you have entered:

🖰 **Click**
Send a confirmation em
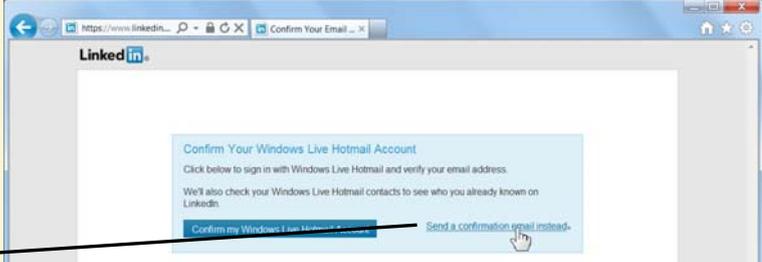
In this e-mail message you will find a hyperlink with which you can confirm your e-mail address and activate your account:

☞ **Open your e-mail program and open the message sent by *LinkedIn***

Click **Click here**

Please confirm your email address   Back to messages | ⬇ ⬆

☐ LinkedIn Email Confirmation Add to contacts   Social updates | 2:21 PM ⬛
To Yvette Booy   Reply ▾

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/e/csrfLymz/cykaf3-gyzvr8ny-
36/cnf/uLHU9VXf8mmqAv4drzoYNAufnA8ooUfluHoY9pwRTU/?hs=false&tok=0HI-y3_I7Zf581

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.

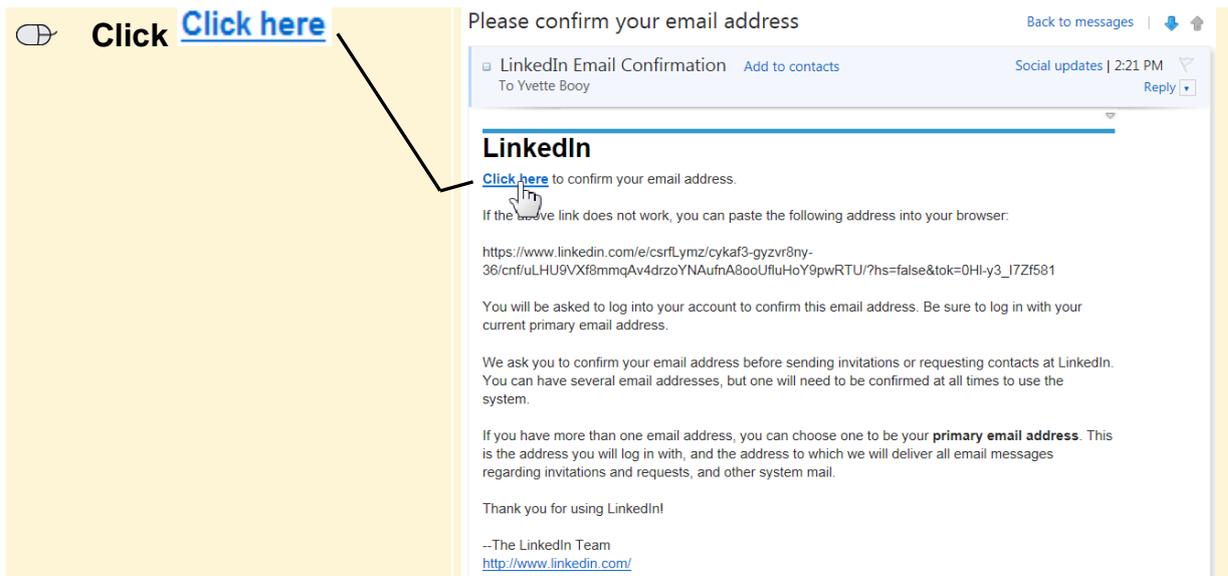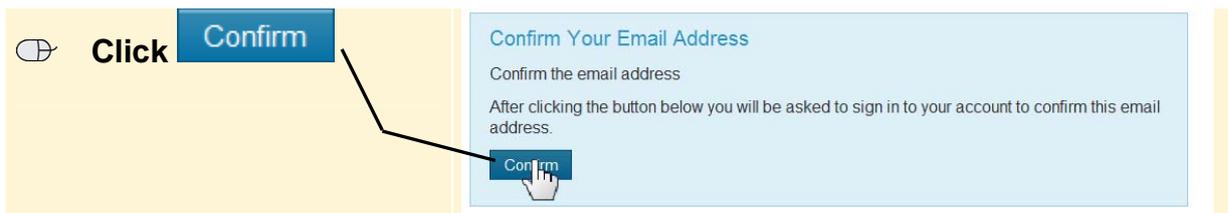We ask you to confirm your email address before sending invitations or requesting contacts at LinkedIn. You can have several email addresses, but one will need to be confirmed at all times to use the system.

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/

A new window will be opened, where you will be asked to confirm your e-mail address:

Click **Confirm**

Confirm Your Email Address

Confirm the email address

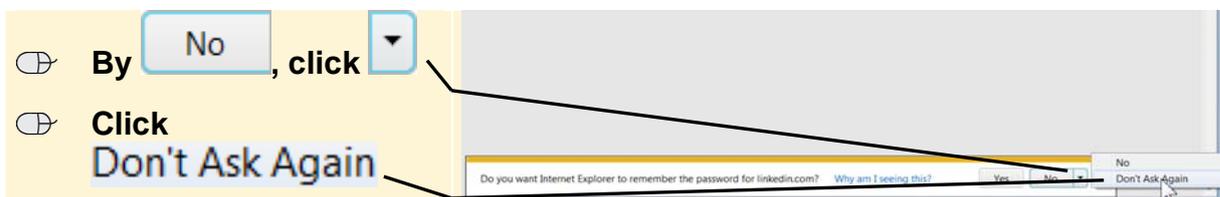After clicking the button below you will be asked to sign in to your account to confirm this email address.

Confirm

☞ **Close your e-mail program's window**

Now you need to log on with your e-mail address and password:

Your e-mail address has already been entered:

By **Password:**, type your password

Click **Sign In**

Linked**in**. Account Type: Basic   ▾ Yvette Booy Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More   People ▾ Search...   🔍 Advanced

Sign in to LinkedIn

Email address: yourname@provider.com
Password ●●●●●●●●●●●●   Forgot password?

Sign In or Join LinkedIn

LinkedIn Corporation © 2012 | User Agreement | Privacy Policy | Copyright Policy

You may see a window where you are asked whether you want to save your password. In this example we have decided not to save the password. We have also decided not to display this type of window alert again. If you are using *Internet Explorer version 8*, you will see a similar window.

⊕ **By** No **, click** ▼

⊕ **Click**
Don't Ask Again

Do you want Internet Explorer to remember the password for linkedin.com?   Why am I seeing this?   Yes No ▼
No
Don't Ask Again

Now you will see the next step in the registration process. *LinkedIn* allows you to use *Facebook* and *Twitter* to communicate to the world that you are now registered with *LinkedIn*. But you can skip this step:

⊕ **Click** Skip this step
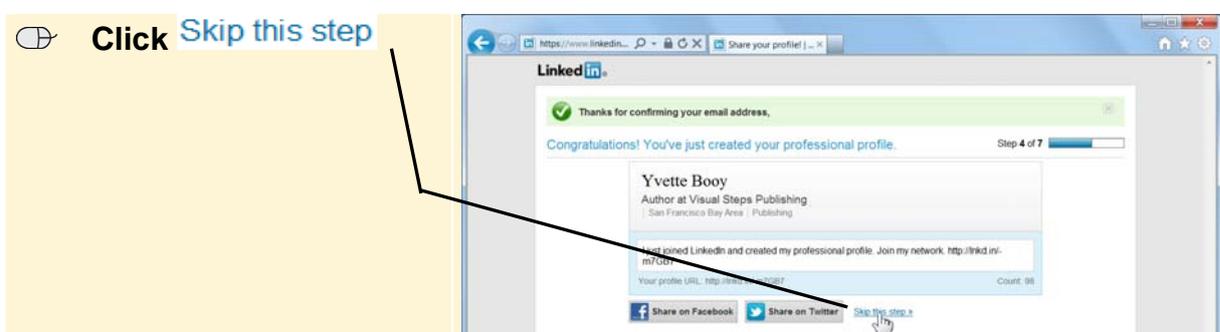
HELP! I see a different window:

If the confirmation of your e-mail address has not yet been acknowledged, you will see a window in which you will be asked to confirm your e-mail address once more:

☞ **Once again, open the *LinkedIn* e-mail message in your e-mail program**

⊕ **Click** Click here

⊕ **Click** Confirm

⌨ **By** Password: **, type your password**
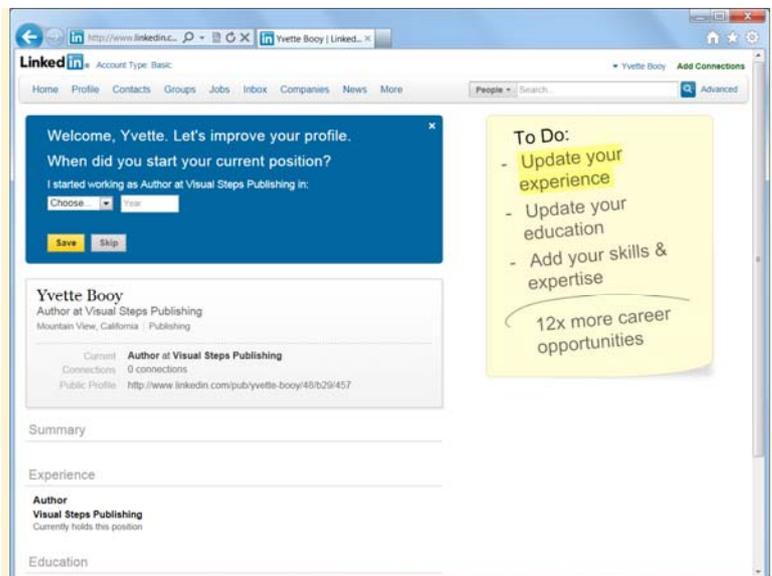
⊕ **Click** Sign In

In the next window you will be asked whether you want to use the free (*Basic*) version of *LinkedIn*, or the paid (*Premium*) version. The paid version offers more and extensive options. For instance, you have an unlimited view of all sorts of profiles, including the profiles of members who do not belong to your own network. And you can check which persons have viewed your profile. In this example we have chosen to use the free version:
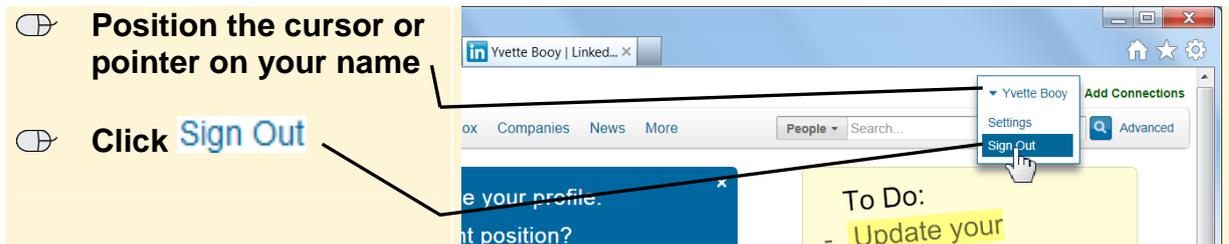
☞ **Click** **Choose Basic**
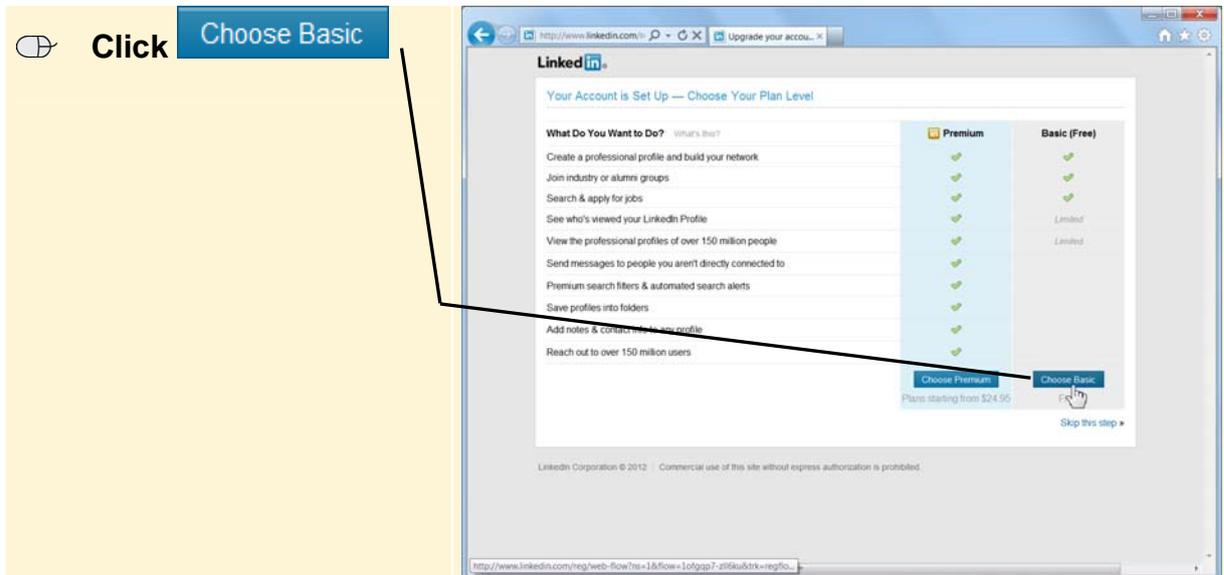
Now your *LinkedIn* home page will be opened:

There is not a whole lot to see on this page, as it is still quite empty:

In the next section you will learn how to edit your profile.

You are going to sign out from *LinkedIn*:

⬤➤ **Position the cursor or
     pointer on your name**

⬤➤ **Click** Sign Out

You may see a warning message:

⬤➤ **If necessary, click** | Yes |

Now you will see this message: You have signed out .