



## Kinetic How 2 Guides: Getting Linked In

### What is LinkedIn?

LinkedIn is an international, business-orientated, online networking site which allows people to create their own business profile and connect to other professionals.

LinkedIn is focused on business, so it's not a personal network like Facebook or My Space. Although you can list your interests and join groups that are socially relevant to you, LinkedIn is about education, business experience and contacts.

It was founded in 2002 and it has over 35 million members in over 200 countries around the world. In 2008, LinkedIn was the 75<sup>th</sup> most visited page in America. In the whole world, LinkedIn is ranked at 218.

### Why should I join LinkedIn?

If you are a member of LinkedIn you can create your own business profile giving you the opportunity to build new contacts and refresh old ones. You might also find new employees or clients and get career-related advice.

There is a LinkedIn Answers program, where users can ask questions to all or selected members of their personal network. You can also join business-related groups or create your own group. If you are looking for a new job you might find the perfect opportunity via LinkedIn.

LinkedIn offers a lot of control and privacy features. For instance, you can prevent your profile from being publicly available in search-engine results and limit who in your network can see particular information. It's up to you to decide who is allowed to see your business profile.

### How can I join LinkedIn?

Anyone who works and is online can join LinkedIn. This is a quick guide to joining LinkedIn but there is a wizard which will take you through all the steps once you start.

1. Go to <http://www.linkedin.com>.
2. On the right, you will see the option to join LinkedIn today.
3. Fill in your first name, last name and email address, and then press continue.
4. You will then be asked to choose a password and also to input your postcode and job title/sector.



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5. After this you will need to confirm your email address. LinkedIn will send an email to the address you put in on the first screen. You will need to open that email once you receive it and click on the link it provides.
6. Once you have confirmed your email address, go back to the LinkedIn website and sign in. You will get a message at the top thanking you for confirming your email.
7. You can import your contacts from your email database - either Outlook or another system. To do this, follow the onscreen instructions. Just because you upload your contacts doesn't mean that you will be adding them straight away - that is a separate stage so you can choose who you want to add.
8. If you want to make any changes to your password, email address, profile, email settings - you just need to go into the account and settings tab. You can find this in the link on the top right of the screen - Account & Settings. This is also where you can find the link to log out of the site and prevent anyone else causing mischief while you are away from your machine!

### What can I do as a member?

- Create your own profile: once you are registered on the site and have signed in, you can add detail to your profile. To do this, click on the profile link on the menu top left of the screen. It will give you all sorts of options to input previous jobs, experience, education, hobbies and awards. Fill in as much as you are happy to reveal. The more detail on the profile, the more searched it can be.
- Find useful contacts: you can add contacts by searching through groups, organisations or by typing in a name. You can invite people to become your contacts and they can choose to accept. Equally, you can accept or decline the invitations that people send to you.
- Search for a job: if you're looking for a new job, you can click on the job button and search for the keyword you are interested in (for example: marketing). If you want a more detailed search, click on advanced job search. Now you also have the opportunity to fill in a location, job function and the experience level you're looking for.
- Ask a question: if you have a business related question, you can click on answer and you will be able to ask your question. You can also answer questions.

There are many things you can do with LinkedIn - from getting recommendations from third parties through to creating groups and organising networking. You just need to explore.