



LinkedIn is the world's largest professional network with hundreds of millions of members, and they are growing rapidly. Their mission is to connect the world's professionals to make them more productive and successful.

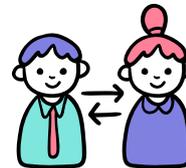
Please note you have to be 16 years old and over to create an account on LinkedIn. If you are not old enough, you can still complete this badge to learn for the future.

KEY FEATURES



Groups

LinkedIn supports the formation of interest groups. The majority of the largest groups are employment related, although a very wide range of topics are covered mainly around professional and career issues. Groups also keep their members informed through emails with updates to the group, including most talked about discussions within your professional circles. Groups may be private, accessible to members only or may be open to Internet users in general to read, though they must join in order to post messages.



Online Recruitment

Job recruiters, head hunters, and HR departments are increasingly using LinkedIn as a source for finding potential candidates. By using the Advanced search tools, recruiters can find members matching their specific key words with a click of a button. They then can make contact with those members by sending a request to connect or by sending InMail about a specific job opportunity he or she may have. Recruiters also often join industry based groups on LinkedIn to create connections with professionals in that line of business.



Job listings

LinkedIn allows users to research companies, non-profit organisations, and governments they may be interested in working for. Typing the name of a company or organisation in the search box causes pop-up data about the company or organisation to appear. Such data may include the ratio of female to male employees, the percentage of the most common titles/positions held within the company, the location of the company's headquarters and offices, and a list of present and former employees. A feature allowing companies to include an "Apply with LinkedIn" button on job listing pages. The plugin allows potential employees to apply for positions using their LinkedIn profiles as resumes or CVs.



Skills

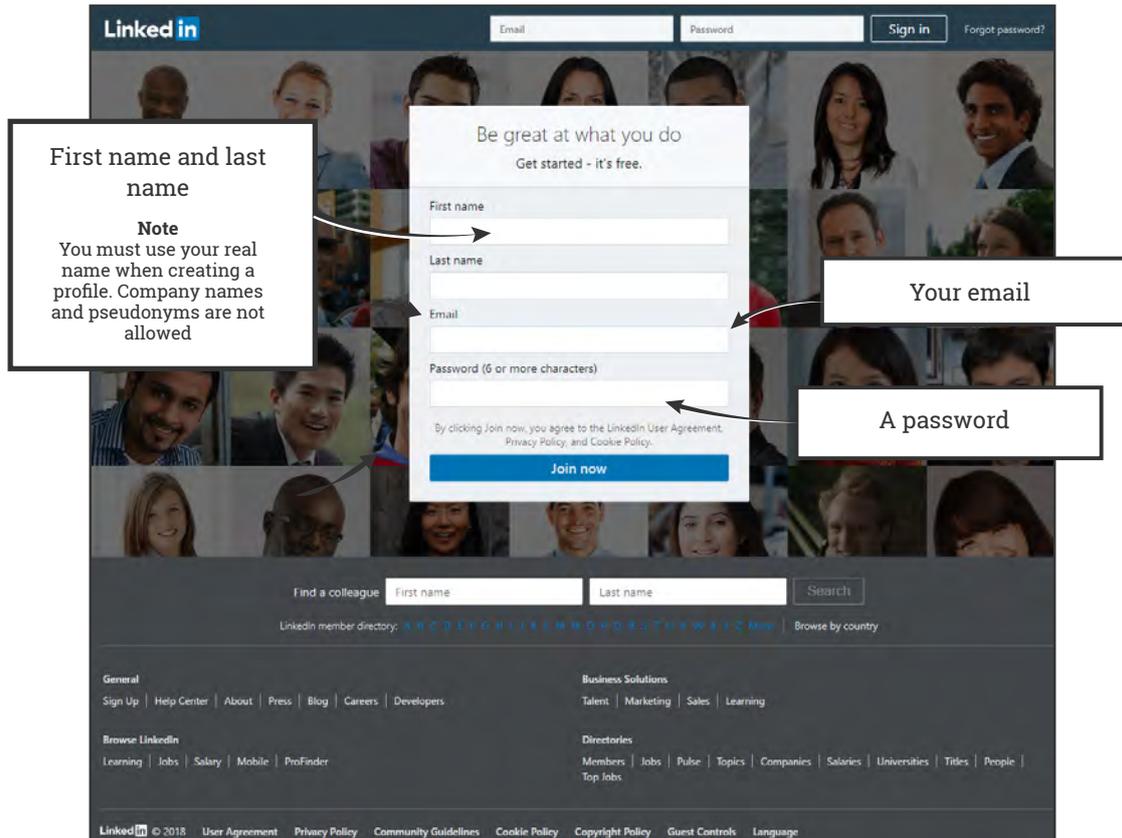
LinkedIn enables users to "endorse" each other's skills. This feature also allows users to efficiently provide commentary on other users' profiles – network building is reinforced. However, there is no way of flagging anything other than positive content. LinkedIn solicits endorsements using algorithms that generate skills members might have. Members cannot opt out of such solicitations, with the result that it sometimes appears that a member is soliciting an endorsement for a non-existent skill.

CREATE AN ACCOUNT

To join LinkedIn and create your profile go to:

[linkedin.com](https://www.linkedin.com)

In order to create an account you will need to provide:



The image shows a screenshot of the LinkedIn sign-up page. The form is titled "Be great at what you do" and "Get started - it's free." It includes fields for "First name", "Last name", "Email", and "Password (6 or more characters)". A "Join now" button is at the bottom of the form. Below the form is a search bar for finding colleagues and a footer with various links.

First name and last name
Note
You must use your real name when creating a profile. Company names and pseudonyms are not allowed

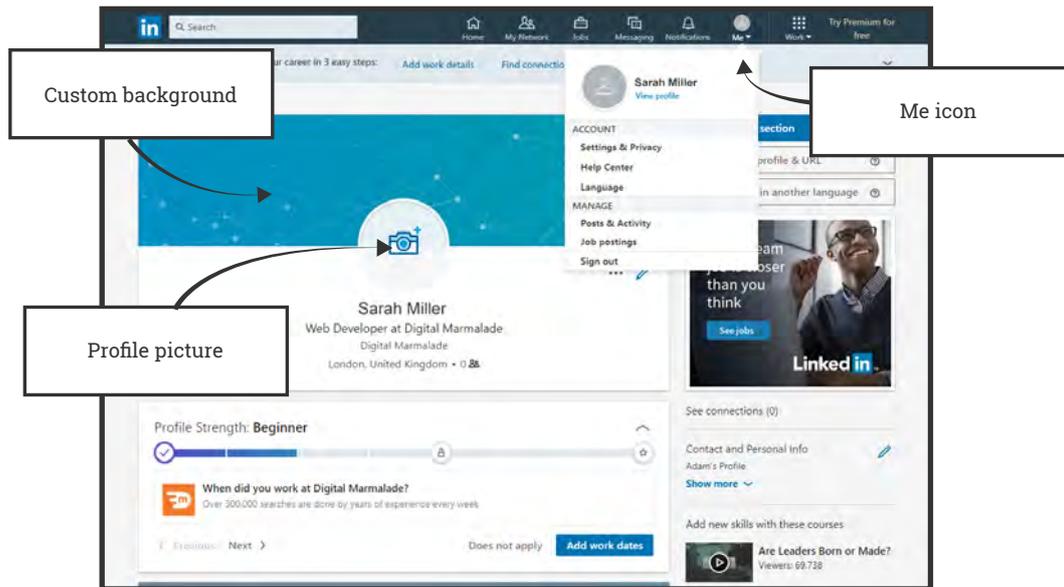
Your email

A password

YOUR PROFILE

Your profile is your LinkedIn page that describes your career history, education, and other related content you may want to publish. They have a variety of features that leverage your profile or others' profiles to help you meet your objectives. A complete LinkedIn profile can help you connect with opportunity.

As a general rule, your LinkedIn profile should be strictly professional. Avoid the humorous or quirky in favour of the straightforward. LinkedIn also favours profiles that are 100% complete, so put in the effort to check off all the boxes in the creation of your profile.



Editing your profile

- 1 Click the Me icon at top of your LinkedIn homepage.
- 2 Click View Profile.
- 3 Scroll to the section you'd like to update and click the Edit icon.
- 4 Click into the applicable field and add, edit, or remove text.
- 5 Click Save.

Sections you can edit in your profile:

| | | |
|---|---|--|
| <p>First, last, and former names.</p> | <p>Location</p> | <p>Industry</p> |
| <p>Headline This information will default to your current job title. If your headline is the same as your current position, the current position won't display in the top section of your profile.</p> | <p>Photo</p> | <p>Contact Info Includes your email, phone, IM, and address (only visible to connections), as well as your Twitter handle and websites.</p> |
| <p>Education School and educational information. Learn more about adding or removing education entries.</p> | <p>Summary Information about your mission, accomplishments, and goals.</p> | <p>Experience Professional positions and experience, including jobs, volunteering, military, board of directors, nonprofit, or pro sports.</p> |
| <p>Certifications Certifications, licenses, or clearances you've attained can be added as a new section. Learn how to add certifications and other sections.</p> | <p>Recommendations You can request professional recommendations and display them on your profile.</p> | <p>Honours & Awards Show off your hard-earned awards.</p> |
| <p>Languages Languages you understand or speak.</p> | <p>Courses Adding your body of coursework can help your education to stand out.</p> | <p>Publications Publications that have featured your work</p> |
| <p>Patents Any patents you've applied for or received.</p> | <p>Organisations Show your involvement with communities that are important to you.</p> | <p>Skills & Endorsements A relevant list of skills on your profile helps others to understand your strengths and improves your likelihood to be found in others' searches. Learn how to add and remove skills on your profile. You can display endorsements of your skills that your colleagues have given you.</p> |
| <p>Test Scores List your scores on tests to highlight high achievement.</p> | <p>Projects Showcase the projects you've worked on, along with team members. Learn more about adding and editing projects.</p> | |
| | <p>Volunteer experience Highlight your passions and how you like to give back.</p> | |

YOUR PROFILE PHOTO

You can add, change, and edit the visibility of your LinkedIn profile photo at any time. Members with a profile photo on LinkedIn can get up to 21 times more profile views than members without. To add or change your profile photo:

- 1 Click the Me icon at top of your LinkedIn homepage.
- 2 Click View Profile.
- 3 Click on your profile photo icon near the top of the page.
- 4 Edit your photo, if so you wish.
- 5 Click Apply and then click Save.

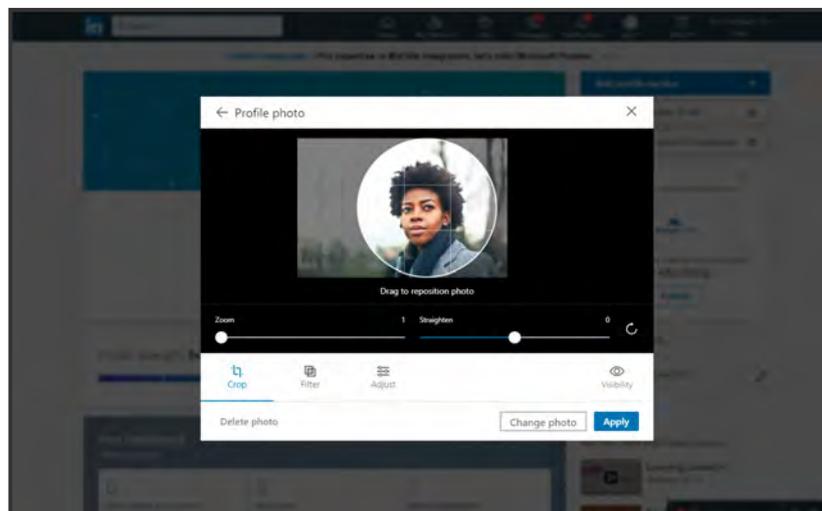
Editing your profile photo

Edit your profile photo with photo filters.

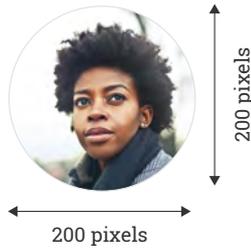
Choose what your preview photo will look like.

Change the position and size by dragging the photo.

Edit the visibility of your photo.



Profile Photo guidelines and conditions



LinkedIn provides you with the opportunity to add a photograph to your profile to help others recognise you. Your photo can be removed by LinkedIn if your profile image doesn't include your likeness or a headshot photo. Some examples of photos that shouldn't be used are:

| | |
|---------------|------------------|
| Company logos | Words or phrases |
| Landscapes | Animals |

Your background photo



You can also choose a custom background photo for your profile. Choose a photo with some professional context, or something that speaks to your career.

The background photo appears above the top section of your profile. You can't edit your background photo from a mobile device, but you can make changes from our desktop site.

Background images must be a file type JPG, GIF or PNG, no larger than 8MB. The recommended pixel dimensions are 1584 (w) x 396 (h) pixels.

If your background image appears blurry or pixelated, please choose an image with a file size as close to the maximum as possible, as images with larger file sizes typically look better. Photos will also look better than images with logos.

As with the profile photo, you can use edit the image you chose before uploading.

Add or change your cover photo

- 1 Click the Me icon at the top of your LinkedIn homepage.
- 2 Click View profile.
- 3 Click the Edit icon to the right of your profile photo.
- 4 Click the Edit icon on the top right corner of the background photo.
- 5 Select an image from your computer to upload and click Open.
- 6 Click Apply and then click Save.

YOUR PUBLIC PROFILE VISIBILITY

Your public profile appears:



You can customise your public profile settings to set limits on how much of your profile information can be displayed, by turning on or off the profile sections that you want to be visible on public search engines.

Viewers who aren't signed in to LinkedIn will see all or some portions of the profile display selections you make on this page. If you'd like to change the wording or text in a specific section for your public profile, first edit your profile and then enable that section's public visibility.

Your public profile will be visible to non-members and logged out members - subject to your off-LinkedIn visibility settings.

You can access off-LinkedIn visibility preferences, on the profile visibility settings page.

Hiding or showing your profile

- 1 Click the 'Me' icon at top of your LinkedIn homepage.
- 2 Click 'View Profile'.
- 3 On your profile page, click 'Edit' public profile & URL on the right.
- 4 Under the **Edit Visibility** section in the right rail, toggle your profile's public visibility to Off. Your LinkedIn profile won't appear in search engines and won't be visible to non-LinkedIn members.

A few things to consider:

| | |
|---|---|
| <p>After you change or disable your public profile, it may take several weeks for it to be added to or removed from search engine results.</p> | <p>The default photo setting is Public.</p> |
| <p>Not all sections of your profile can be displayed publicly. On the Public profile settings page, you'll be able to see and adjust the sections of your profile that can be displayed publicly. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile display selections you make on this page.</p> | <p>If you edit the settings of your profile photo from your profile page, then your public profile page will be updated with the new setting. For example: if you change your profile photo visibility setting from Public to Your Connections, that change will be applied to your public profile as well, and your photo will no longer appear as part of your public profile. Likewise, you can update your photo visibility settings while you're editing your public profile page (or by disabling your public profile).</p> |

YOUR PUBLIC PROFILE URL

If your LinkedIn profile is set to public, it will have a web address (URL) you can use to share with others. This link won't appear if you don't have a public profile.

Members who live in certain countries have a public profile URL that begins with a 2-letter code based on the country listed on their profile.

For example, if you live in Canada, your public profile URL could be :

<http://ca.linkedin.com/in/linkedinyourname>.

If you change the country listed on your profile, your public profile URL automatically changes. The old URLs will still work.

Customising your public profile URL

- 1 Click the Me icon at top of your LinkedIn homepage.
- 2 Click View Profile.
On your profile page, click Edit public profile & URL on the right.
- 3 Under Edit URL in the right rail, click the Edit icon next to your public profile URL.
- 4 It'll be an address that looks like www.linkedin.com/in/yourname.
- 5 Type the last part of your new custom URL in the text box.
- 6 Click Save.

A few things to consider:

Your custom URL can have 5-30 letters or numbers. Don't use spaces, symbols, or special characters.

Use a variation of your name and/or your professional brand since you'll share this URL with people so they can find your LinkedIn profile. Some job applications may also ask you for your LinkedIn profile URL.

If a member uses a URL and then changes it, that URL will be unavailable for use by yourself and other members for six months.

If you navigate to a previously claimed URL, you may see a page that reads Profile Not Found.

The customisable part of the URL is not case sensitive. This means using JohnSmith, johnsmith, or johnSmith will all point to the same profile.

If the URL you want isn't available, select a different one. LinkedIn can't make custom URLs available to members upon request.

You can change your URL up to five times within six months. Once you have changed your URL for the fifth time, you won't be able to change it for another six months. Changing your URL several times may make it hard for people to find you.