

Introduction to LinkedIn

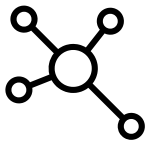
Businesses are using LinkedIn to connect, recruit and screen potential employees. Creating and maintaining a well-developed profile serves as your online resume and gateway to connect with your professional network.

View the [CONNECT - Bridging Classroom to Career](#) webpage for more interview preparation support.



CREATING A PROFILE

LinkedIn features either basic (free) or premium (paid subscription) accounts. For most students and professionals, the free account is adequate. When creating your profile, add a profile and background picture, education, work experience, volunteer experience, and professional summary. Check out our LinkedIn Checklist for details.



CONNECTIONS

Simplify your networking by connecting and maintaining relationships on LinkedIn. Connections may help you to advance your career by learning more about your chosen industry. Connecting with people lets you send them messages, see their profile updates, and request for skill endorsements and recommendations.



ENDORSEMENTS

Confirm someone's skills and expertise listed on their profile by clicking the endorse button. Your connections can endorse your skills, as well.



RECOMMENDATIONS

On LinkedIn, this is a short paragraph someone else writes about your professional strengths and it is posted to your profile. Return the favor by writing recommendations for your connections. You can request recommendations from your connections; check out our Requesting Recommendations Guide for details.



KEEPING UP WITH LINKEDIN

It's easier to update your profile in small, frequent increments rather than in large chunks. Regularly update your profile details, link with new connections, post to your feed, and react to others' posts. Ask your connections and provide your network with endorsements and recommendations.

