

## Social Media Monday: LinkedIn



LinkedIn is a social network for professionals. It offers a way to connect with colleagues and share skills. While it can be helpful during a job search, LinkedIn can also be used to maintain your professional image even when you are not looking for a job. Join the discussion by sharing and commenting on articles with your network.

### Your Profile

Set up your profile with your brand in mind. This is how colleagues and employers will see you on LinkedIn. Your profile can transcend being an online version of your résumé. Build your online presence with a custom URL, photos and projects. To create a custom URL for your profile, hover the mouse over the link below your profile picture. A small gear icon will appear to the right of the link. Click on this icon, then click on "Create Your Custom URL." You can use your name or business name to give yourself a URL that will pop with a personal touch.



Complete your profile with information about your education and experience. There is more space for description here than there is on a résumé, but you still want to emphasize your most relevant experience. LinkedIn also allows you to add up to 50 skills. These may already be described in your employment history, but list them again in this section. Connections can endorse you in these skills, which looks good on your profile. If you endorse your connections for some of their skills, they may be inclined to endorse you as well.

### Connections

This is a social network, so connections are what make it work. You can use your email contacts to automatically find people you know who are on LinkedIn. You can also search by name or by company name using the search box at the top of the page. LinkedIn wants to connect you with people you know or have met, so it is going to be easier to find people who are actually in your network. As you continue to connect with more and more people, you will find that you have 2<sup>nd</sup> degree connections. These are people who know your connections, but who you may not have met yourself. If you are interested in learning more about a company, you could look it up on LinkedIn to see if you have any 2<sup>nd</sup> degree connections working at the company. One of your connections could provide an introduction to someone at the company.

Another way to find connections is to join groups. If you are a member of a professional association, there is likely a group established on LinkedIn. Alumni associations also have groups on LinkedIn. You may have to request membership to join a group. These can be good places to discuss industry-related questions with other people in a similar situation. Follow companies and interests to stay up to date in your field. Updates from your

connections, groups, followed companies and interests will all show up in the feed on your homepage when you sign in.

### Apps

LinkedIn has a handful of apps available for Apple and Android devices. All these features are available through the desktop site. The apps offer a way to access LinkedIn's tools on the go.



#### LinkedIn

The main app offers a similar experience to what you see when you login on a desktop computer. Interact with your connections, keep up with news in your feed and pick up your notifications. [Apple](#) [Android](#)



#### LinkedIn Job Search

If you want to focus on finding a job, this is the app for you. Find nearby jobs with a location based search, get notifications for jobs you may be interested in and apply for jobs using your LinkedIn profile. [Apple](#) [Android](#)



#### LinkedIn Pulse

Stay up to date with daily news in your industry. Receive suggested reading based on your interests and connections. Share and comment on relevant stories with your network. [Apple](#) [Android](#)



#### LinkedIn SlideShare

Learn from millions of presentations, videos and infographics – available to browse for free at your leisure. [Apple](#) [Android](#)

**Questions? Contact Adult Services at [askref@elmwoodparklibrary.org](mailto:askref@elmwoodparklibrary.org) or 708-395-1217.**