



LinkedIn Basics with April M. Williams

Benefits of using LinkedIn

- Build your network to enhance professional relationship and find opportunities
- Demonstrate your value and get noticed by prospects by telling your professional story
- Stay on the radar by showcasing your work with updates, presentations, and photos

Key parts of your LinkedIn Profile

- Profile photo (professional, current)
- Headline statement (grabs attention)
- Contact info (be accessible, central hub to websites and social media pages)
- Summary of your professional experience (benefits of working with you)
- Work History details (your achievements, benefits of company)
- Rich media, links to content or files: PDF, PPT, DOC, JPG, etc (adds visual interest for readers, catches their eye)
- Languages (bilingualism skills can open doors for you)
- Publishing (demonstrates credibility, authority as a published author)
- Recommendations and endorsements (other people's opinion of your work)

Connections

- LinkedIn recommends you only connect with those you know
- Add connections by connecting an email account, uploading a CVS file or by individual email address

Jobs

- Search by location, company, keyword then save search query

LinkedIn works when you work LinkedIn

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Companies

- Research your companies of interest
- Find connections that work at those companies
- See posted jobs and apply through LinkedIn

Groups

- Choose one or more: Location based, Industry based, Function based, Common interest based

Pulse

- Read and search updates from industry leaders

Volunteer opportunities <http://volunteer.linkedin.com>

- Give back to the community
- Learn new skills
- Build your contacts

LinkedIn blog <http://blog.linkedin.com>

- LinkedIn functionality changes, enhancements

Stay active

- Update status
- Change your profile
- Publish short articles
- Add connections
- Like, comment and share

Get help <http://help.linkedin.com>

- LinkedIn's help center

Connect with April

- Send [April](#) a LinkedIn Connection request

April M. Williams book "Social Networking Throughout Your Career" available at Ela Library and amazon.com



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