Getting Started on LinkedIn

1) Profile
- Include maiden names
- Add a professional picture
- Write your Headline to capture attention and communicate your career ambitions
- Updates are useful to inform connections
- Link to your Twitter account if it is professional-focused
- Change the system-generated URL to reflect your full name
- The Summary expresses your personal brand in your own words
- Use Applications to enhance your profile and showcase your work
- Fill in full details of work history and education with resume content
- Add personal and professional Interests
- Provide Advice for being contacted and how to be contacted

2) Connections
- Sync your contacts and search for contacts regularly
- Comment, share, and like connections’ Updates
- Use Contact Info to add personal notes and reminders
- Give Endorsements and Recommendations
- Ask for Recommendations from current and former supervisors

3) Groups
- Find Groups based on professional associations, interests, alma maters, etc.
- Be active in the Discussions or post relevant articles and news
- See what Groups colleagues and peers have joined for suggestions
- Create a Group to broaden your network of like-minded professionals

4) More Tips
- Place your LinkedIn profile URL or badge in easy places for people to learn more about you as a professional, such as in your blog info section, on your Twitter account, or in your email signatures
- Read up on how other people are using LinkedIn to network; a quick web search yields many articles containing this information
- Upgrade (for a fee) to Job Seeker for additional features