

LinkedIn for Newcomers

How to Build Your
Network & Advance Your
Career on LinkedIn



What We Will Cover in This Workshop

Introduction - What is LinkedIn?

STEP
03

Use Your Network on LinkedIn to
Connect to Opportunity

STEP
01

Build Your LinkedIn Profile

STEP
04

Search and Apply for Jobs on
LinkedIn

STEP
02

Build Your Professional Network

Extra Credit

What You Do on Other Social Media



I like traveling



Watch me travel



Here's a cool photo of my travels



Here's where I want to travel



I'm listening to "Traveling"



Anyone want to travel with me?



On LinkedIn: A Professional Mindset



I hope to operate a travel agency one day



I'm looking for a job at a travel agency



I have three years experience leading tours



My top skills are travel coordination and logistics



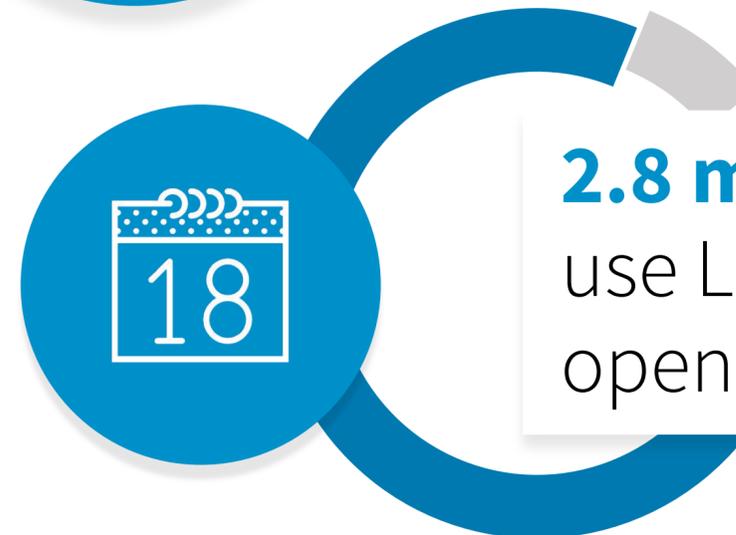
Here are 3 recommendations from former colleagues in the travel industry

Build your Professional Network and Connect to Jobs

Millions of mentors and mentees have signed up to give and get career advice on LinkedIn



Over **30 million** employers are on LinkedIn with more than **20 million** open job opportunities



2.8 million recruiters use LinkedIn daily to fill open jobs

Defining Key Terms We'll Use Today

Workforce: The people who are currently working or available for work in a specific region. The vision of LinkedIn is to create economic opportunity for every member of the global workforce.

Connections: Contacts on LinkedIn. You can add connections by sending invitations to other people on the platform, or by accepting invitations from other people.

Network: A connected community of people. **Networking** is an activity to strengthen relationships with others and can lead to professional opportunities including job offers.

Referral: When a job seeker is recommended for a career opportunity by someone in his or her network.

Build Your LinkedIn Profile

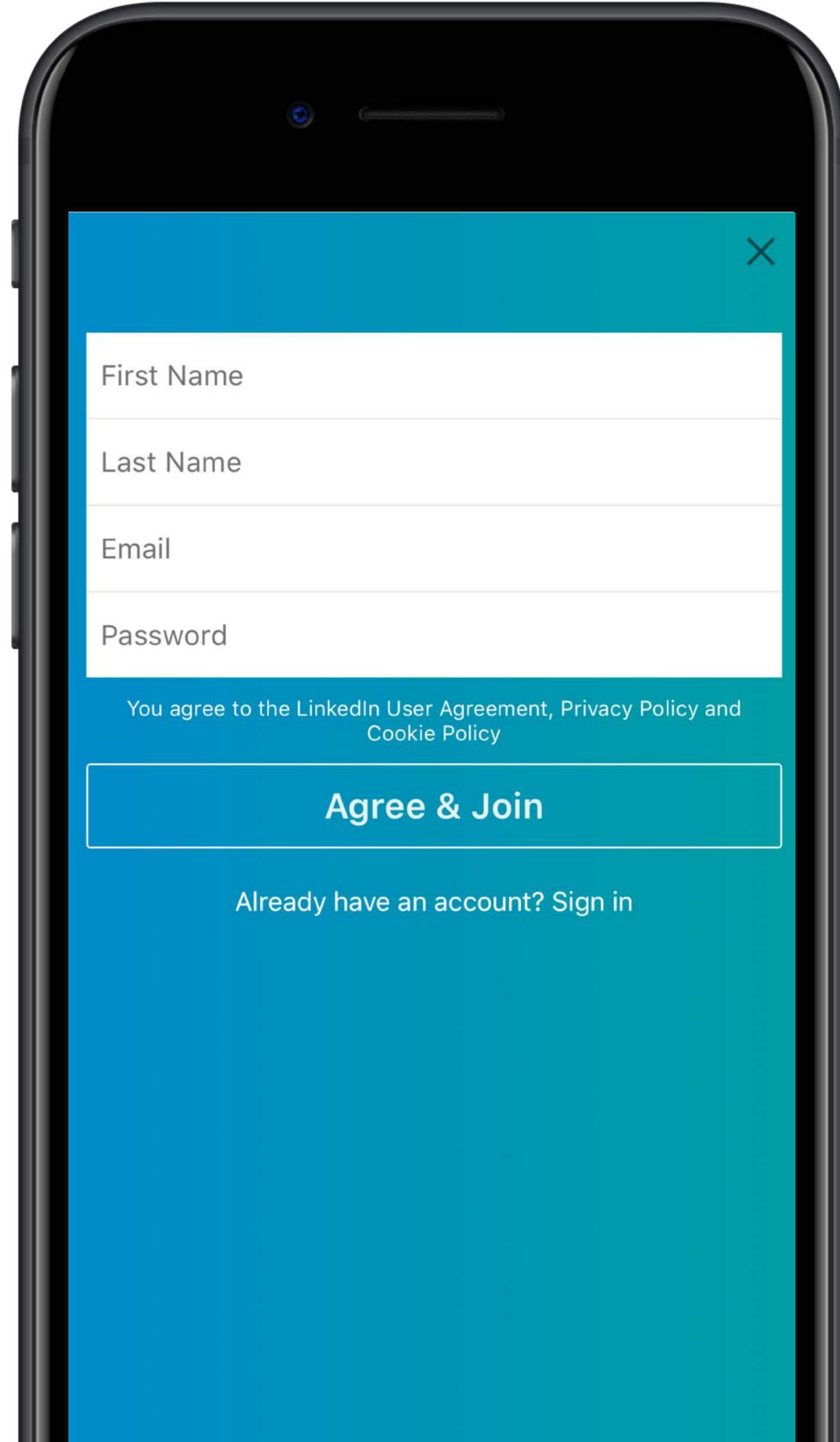
- Set up Your Account
- Profile vs Resume
- Take a Great Photo
- Edit Your Profile

DID YOU KNOW? 9 out of 10 employers use LinkedIn during the hiring process

Set Up Your Account

Go to [LinkedIn.com](https://www.linkedin.com) and complete the prompts, including:

- ✓ Location
- ✓ Industry
- ✓ Reason for Joining LinkedIn



The screenshot shows a LinkedIn profile for Tracy Westbay. The profile includes a profile picture, a banner image of a river with large rocks, and a bio: "Creative Director at Explore California. Passionate about web design! Carpinteria, California". It also shows a "Connect" button and "2 connections". The "Experience" section lists her role as "Creative Director" at "Explore California" from "Mar 2012 – Present · 6 yrs 11 mos" in "Ventura, California". Her responsibilities include overseeing brand and marketing teams, working with production to establish standards, providing direction for advertising campaigns, developing brand strategies, and working with the Product Design team. The "Education" section is partially visible at the bottom.

Tracy Westbay
Creative Director at Explore California. Passionate about web design!
Carpinteria, California

[Connect](#) [...](#)

I pride myself in being a resourceful Creative Director and visionary, experienced in leading and inspiring design teams. I love balancing the creative mind with the need to produce results. Brand development and optimization are my passion! I'm always looking to be ch...

[Show more](#)

Experience

Creative Director
Explore California
Mar 2012 – Present · 6 yrs 11 mos
Ventura, California

- Oversee Brand and Marketing teams
- Work directly with production to establish process and standards for brand and marketing
- Provide direction for advertising campaigns and content creation for social media
- Developing brand strategies and standards for creation of collateral materials
- Work closely with Product Design team to ensure consistency of ...

[See more](#)

Education

Promoted

- Apply by 2/15**
Become a teacher. Earn a Master of Arts in
- PMP Exam Prep - 4 Days**
Instructor-led, PMP Boot Camp. Pass the PMP
- Powered By The People**
Best Performance Marketing Company.

People Also Viewed

- President at University of California**
- IT HelpDesk Analyst**
- Assistant Chancellor, Director of Athletics Univ of Wisc Oshkosh**
- Workforce Transformation, Talent Management, Leadership Development, Employee Engagement, Career Transition, Operations**
- Cashier Customer Service at Cherryland grocery**
- General Manager**
- Lead Pumper at Merit Energy Company**

Profile vs Resume

There are big differences between your LinkedIn profile and your resume.

For example, your LinkedIn profile:

- ✓ Speaks to all potential employers, not just a single one
- ✓ Goes into more detail with skills, projects, interests, certifications, and more
- ✓ Allows other professionals and employers to interact, learn, and contact you
- ✓ Contains recommendations and endorsements



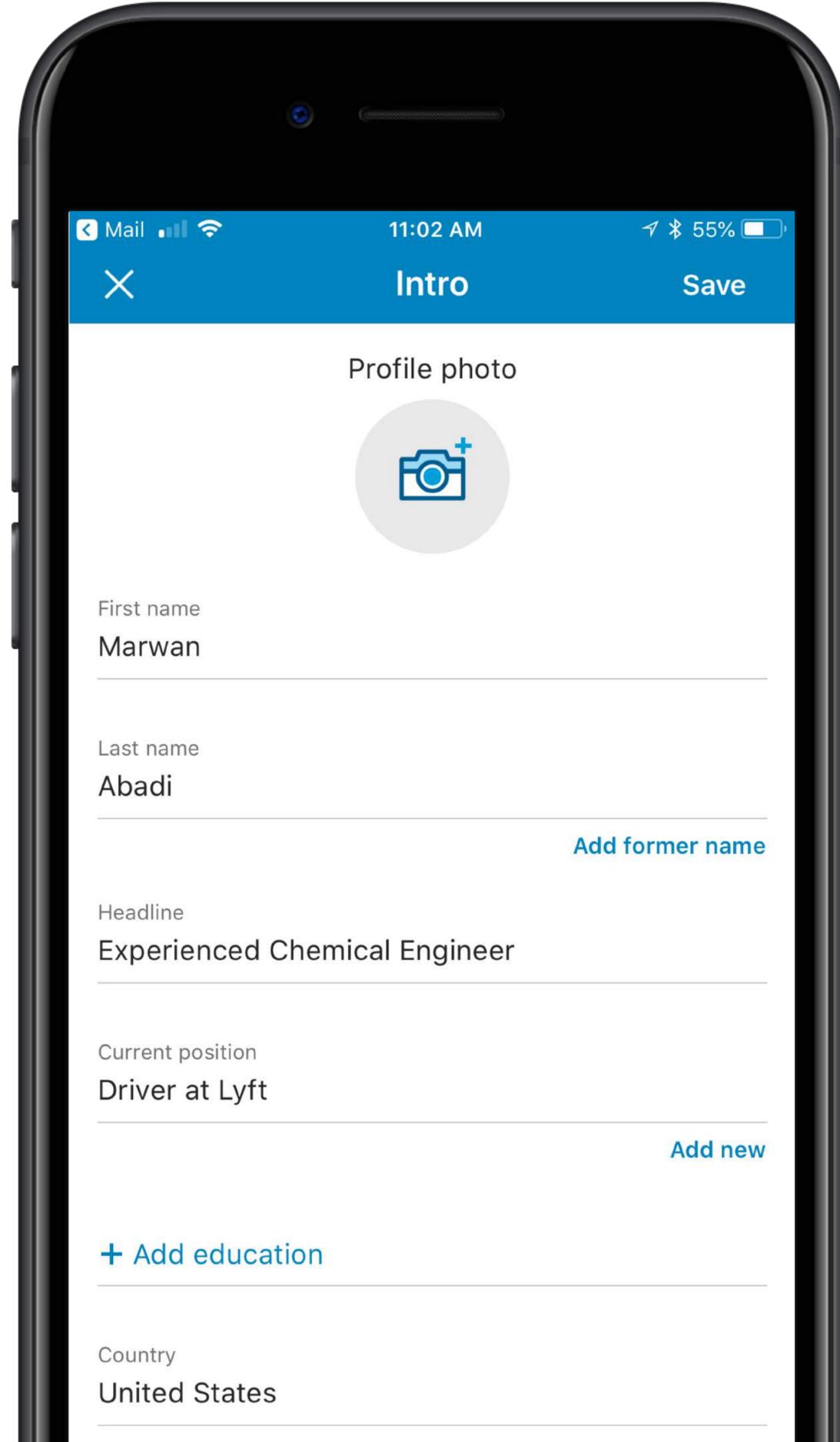
DID YOU KNOW? Members with profile photos receive up to **21x** more views and **9x** more connection requests

Take a Great Photo

Before taking your photo, make sure you:

- ✓ Use a background that isn't distracting
- ✓ Dress for the job you want
- ✓ Smile and have a friendly expression

To create a good profile picture, double check that your face takes up a majority of the frame.



The image shows a smartphone screen displaying a profile editing interface. At the top, there is a blue header with a back arrow, a close 'X' icon, the title 'Intro', and a 'Save' button. Below the header, there is a 'Profile photo' section with a camera icon. The form contains several text input fields: 'First name' with 'Marwan', 'Last name' with 'Abadi', 'Headline' with 'Experienced Chemical Engineer', 'Current position' with 'Driver at Lyft', and 'Country' with 'United States'. There are also links for 'Add former name', 'Add new', and '+ Add education'.

Mail 11:02 AM 55%

Intro Save

Profile photo

First name
Marwan

Last name
Abadi
[Add former name](#)

Headline
Experienced Chemical Engineer

Current position
Driver at Lyft
[Add new](#)

[+ Add education](#)

Country
United States

Edit Your Profile:

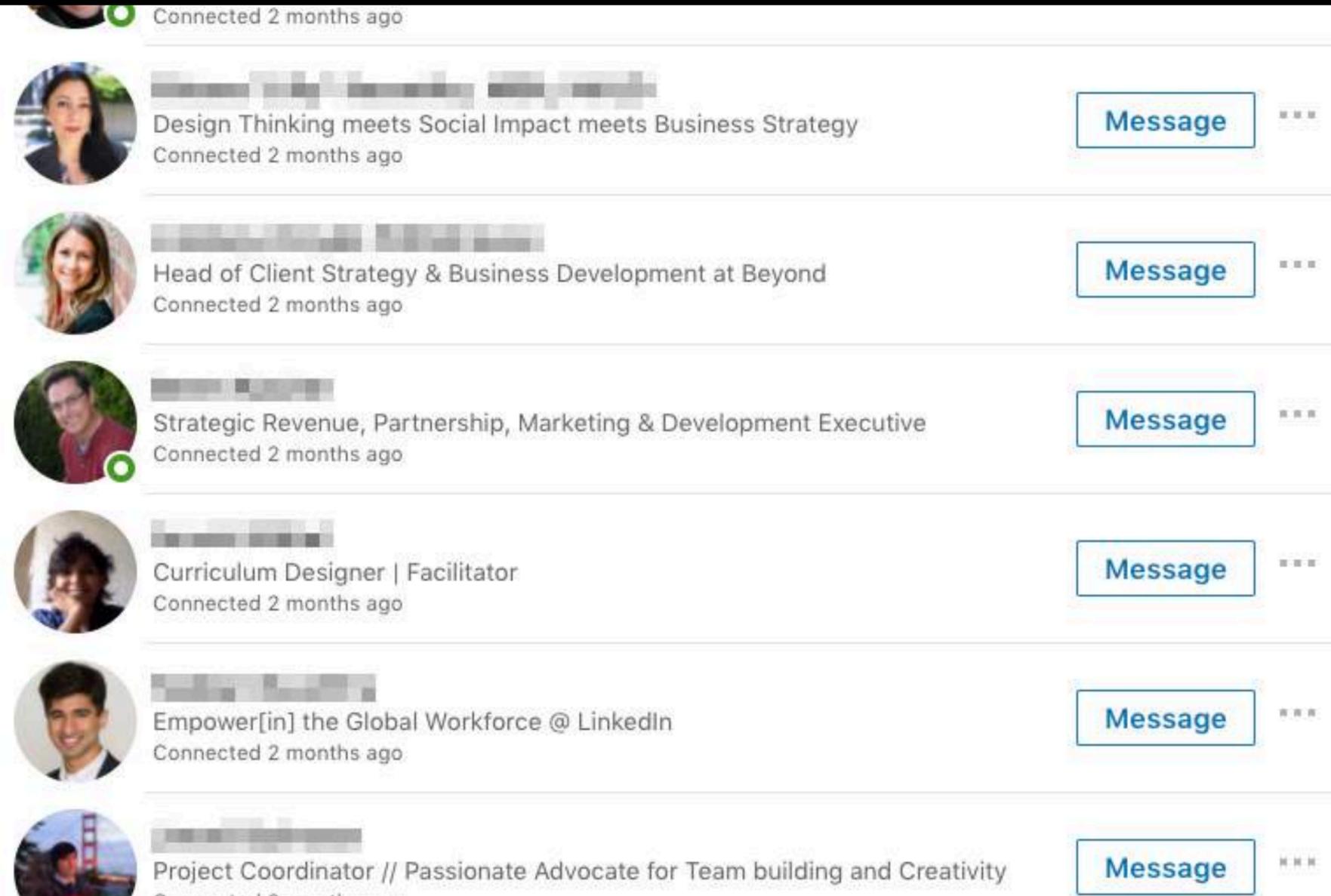
Your story in your words

Select the pencil icon to begin editing and adding to your profile. It's okay if you don't have recent work experience – you can add other sections to complete your profile!

Add your:

- ✓ Location & Industry
- ✓ Education* & Certifications
- ✓ Work & Internship Experience
- ✓ Skills
- ✓ Volunteer Experience
- ✓ Program or Organization

*You can choose whether or not you want to display your education in your intro section.



Edit Your Profile: *Headline spotlight*

Your headline is an opportunity to show what you *are* – not just what you do. When writing your headline, ask yourself:

- ✓ If this is the only thing someone sees, what does it convey about me?
- ✓ Does this represent my professional brand and show why I am unique?
- ✓ Does it capture what a recruiter would care about?

Bridge Builder at LinkedIn

San Francisco Bay Area

Message

More...

 University of Michigan See contact info See connections (500+)

I am a dynamic speaker, program manager, social impact practitioner, and diversity & inclusion advocate.

I am a natural bridge-builder: someone who brings together disparate groups, ideas and communities to create programs and systems that serve the greater good. At LinkedIn I manage our US & Canada social impact partnerships. We believe that a strong professional network has the power to lift individuals out of poverty. This has been true in my own career. My mother is a secretary; my father a retired janitor. For me, a great education and a strong support network created a pathway out of poverty. My goal is to democratize access to professional networks and economic opportunity so others are also able to achieve economic mobility.

When I'm not challenging systems of inequality, I enjoy traveling, eating (& to a lesser extent cooking), and being physically active. I'm a forever-learner and explorer and welcome any recommendations on things to do that challenge me to grow physically, mentally and emotionally.

[Show less](#) ^

Edit Your Profile:

Summary spotlight

Your summary is the best place for you to communicate your professional brand and put your own spin on your experience. Here's an easy formula we recommend:

1. 1-2 sentences about who you are
2. 3-5 sentences about your experience, top skills and key passions
3. 1-2 sentences about your future goals and how other members can engage with you



Make sure to include a summary of at least 40 words to show up in the search results of other members!

Build Your Professional Network

DID YOU KNOW? Over **50%** of hires result from a personal connection

- The Power of Networking
- Discover Existing Connections
- Search for New Connections
- Expand Your Network Strategically

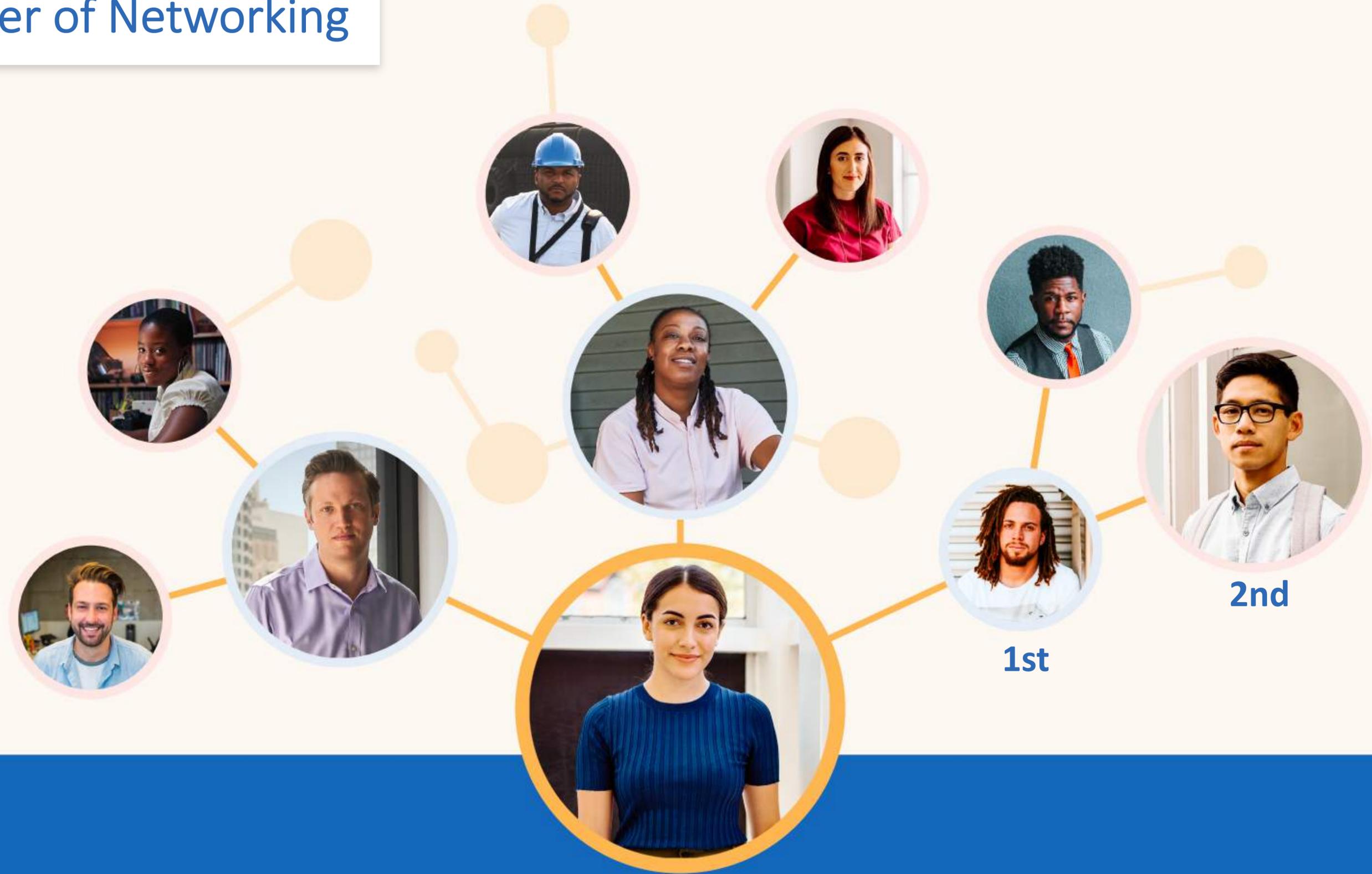
The Power of Networking

STEP
02



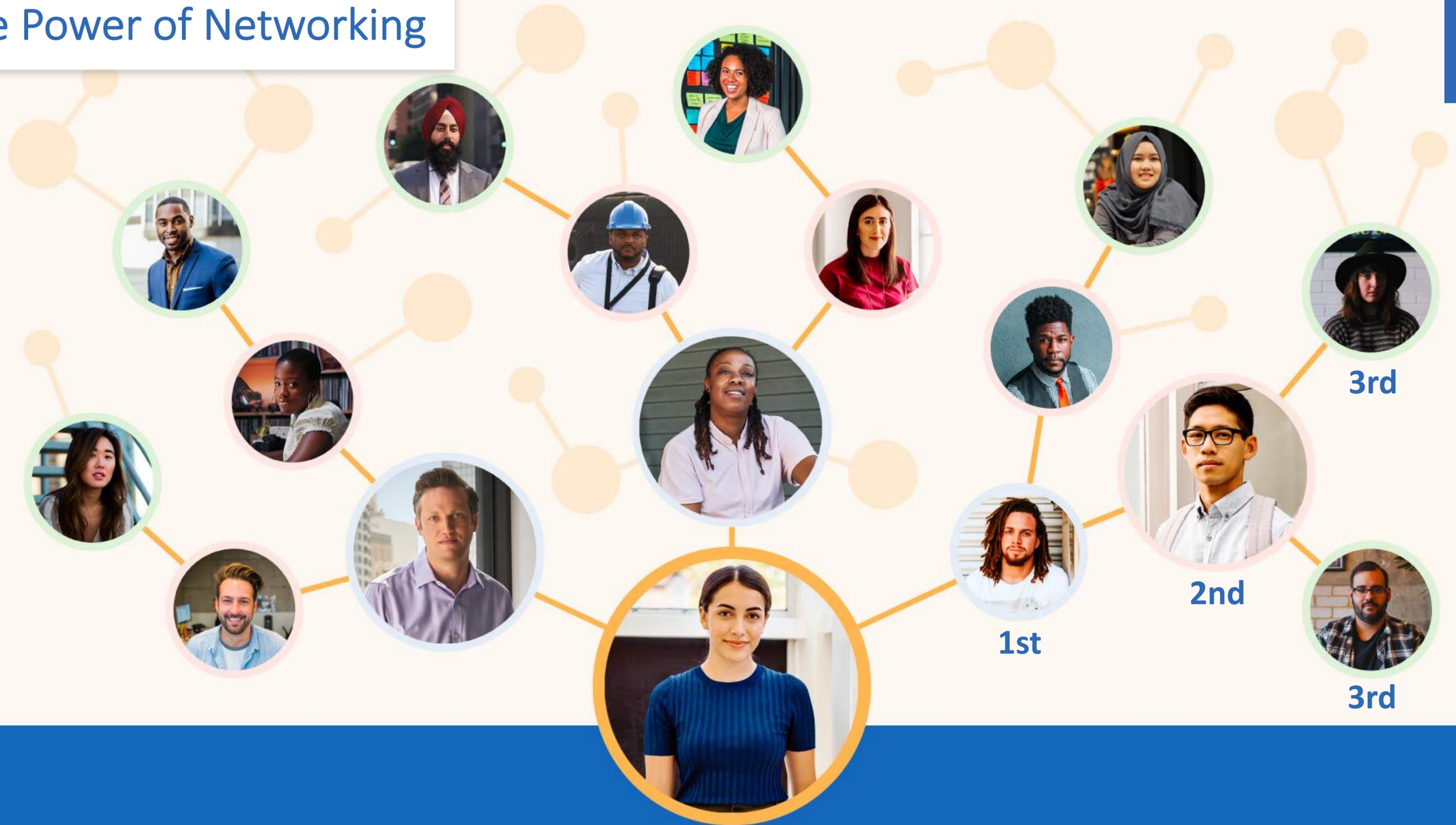
The Power of Networking

STEP
02



The Power of Networking

STEP
02



The Power of Networking

STEP
02

You can customize this invitation ✕

Include a personal message (optional):

Hi Dan,

I found your profile through our mutual connection, Rob. I am currently exploring career paths in the technology industry and admire your experience. I would love to join your network.

98

Cancel

Send invitation



2nd

Ready for a Change? - In 1 week, get job offers from top companies coming straight to you Ad ...

2,094
Your connections
See all



Add personal contacts

Continue

More options

We'll import your address book to suggest connections. Learn more

Invitations (71) Manage all

	Mary Lind Social Media Researcher, Executive Search at high Tech startups and 10 others	Ignore	Accept
	Alberto Ghisla Chairman at <i>Investing in the Future</i> and 1 other	Ignore	Accept
	Sebastian Wisker Entrepreneur, Management professional, Innovation and Software Engineering and 119 others	Ignore	Accept

Show more

Financial updates from a global network covering over 50 countries Ad



MUFG

The global economic trends you can't ignore

Follow

About Help Center Privacy & Terms
Advertising Business Services
Get the LinkedIn app More

LinkedIn LinkedIn Corporation © 2017

People you may know

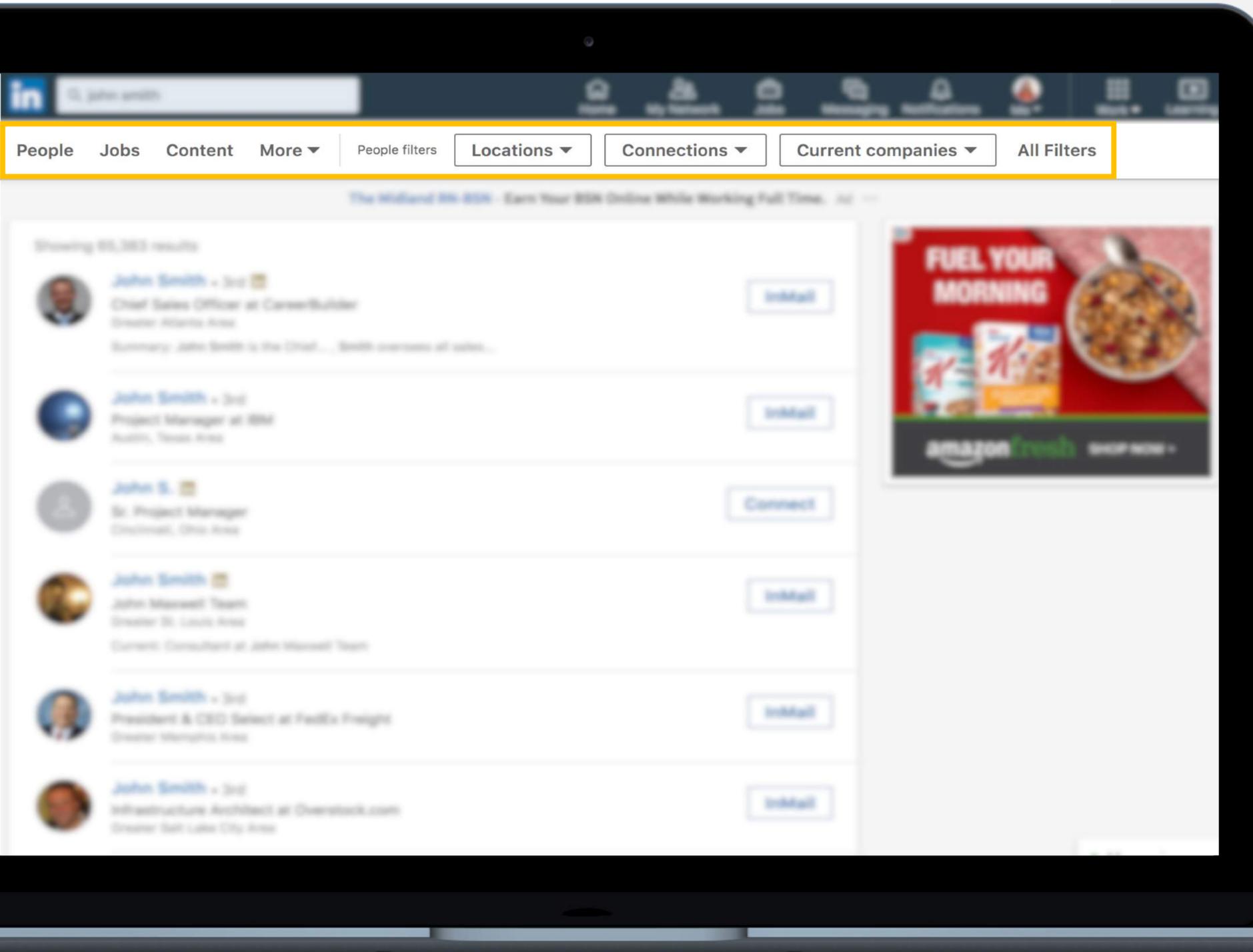
		
Adam Taylor Director of Business Development at Tradeshift and 76 others	Kelly Williams Head of Products - Premium Growth & Commerce and 111 others	Robert Taylor Head of Publisher Marketing at <i>...</i> and 78 others
Connect	Connect	Connect
		

Discover Existing Connections

Click “My Network” in the top navigation to find people you already know, including:

- ✓ Friends and Family
- ✓ Current and Former Colleagues
- ✓ Current and Former Managers
- ✓ Translators or case workers you have worked with

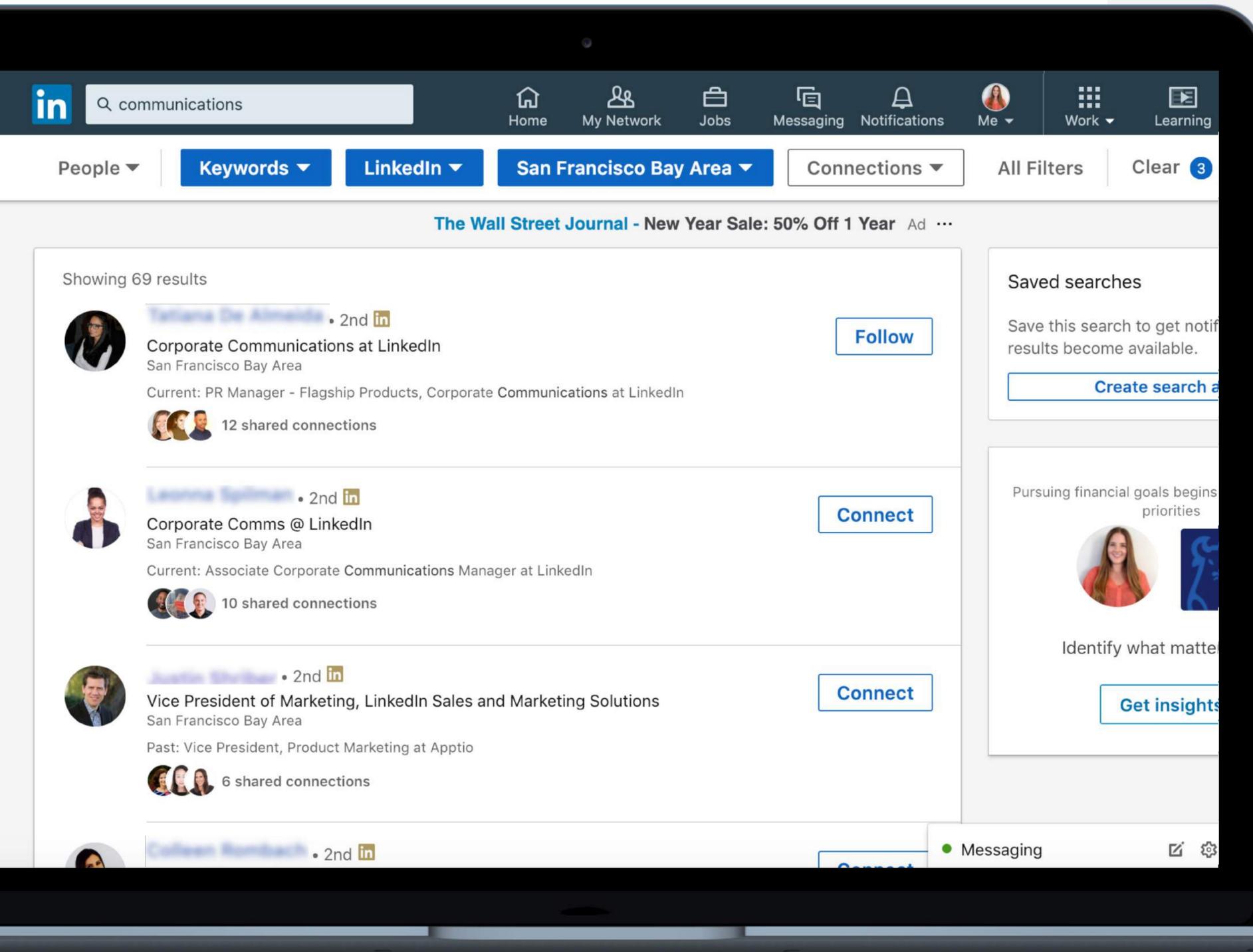
Note that our “People you may know” feature improves over time as you build your network.



Search for New Connections

Use the search bar in the top navigation to find new connections by:

- ✓ Name
- ✓ Location
- ✓ Company
- ✓ Keyword



Search for New Connections

Use the search bar in the top navigation to find new connections by:

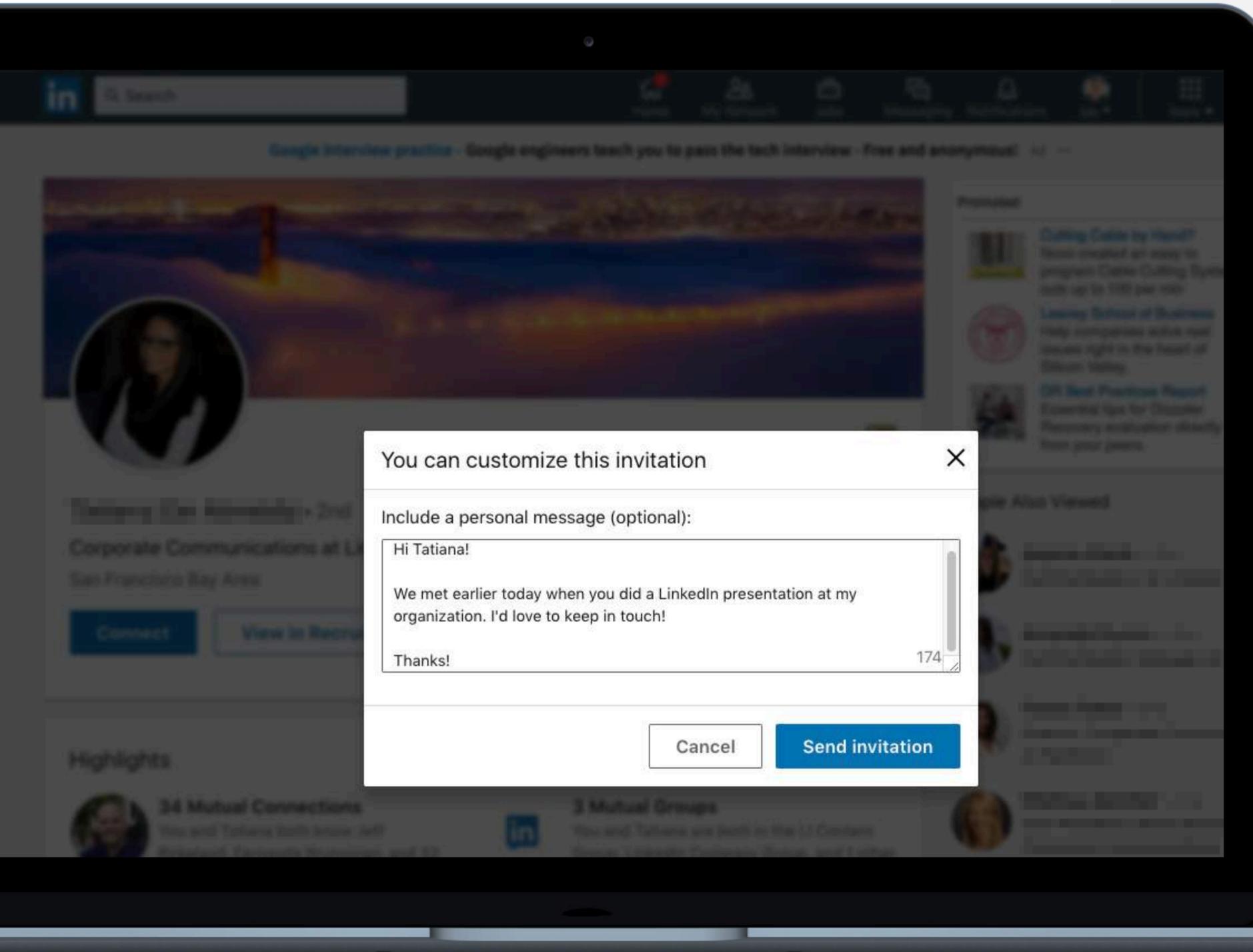
- ✓ Name
- ✓ Location
- ✓ Company
- ✓ Keyword

Search for New Connections

After clicking “Connect,” you can send your invitation immediately or personalize your invitation request by selecting “Add a note.”



We recommend that you always add a personalized message to make it clear to the other person why you are reaching out!



Expand Your Network Strategically

STEP
02

Who Should I Reach out to on LinkedIn?

- People you have something in common with
- People who have a job or work at a company that interests you
- People who may be able to connect you to someone who can help you achieve your goals

What Should I Say?

- Who you are
- How you came across their profile
- How they can help you

Use Your Network on LinkedIn to Connect to Opportunity

DID YOU KNOW? LinkedIn members are **10X** more likely to get hired when referred

- Message Connections
- Ask for Informational Interviews
- Request Referrals
- Request Recommendations
- Find a Mentor with Career Advice
- Add Value and Engage

Lauren's Story:
Your network can help you get the job



Message Connections

Send messages to your connections directly from:

- ✓ The LinkedIn messaging page
- ✓ Your connections page
- ✓ Their profile page



If you don't know the person you're messaging in real life, clearly explain why you are reaching out.

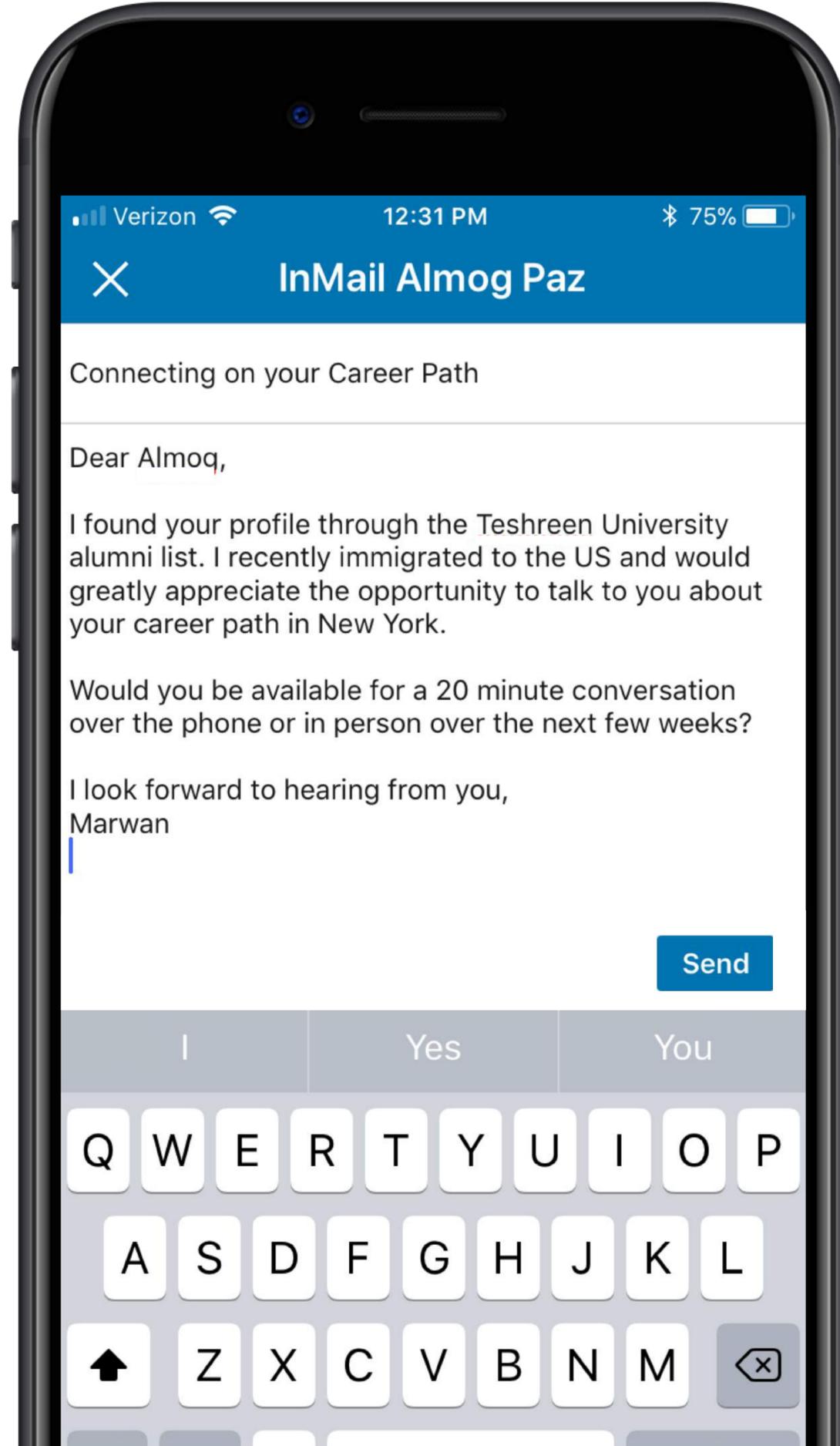
Ask for Informational Interviews

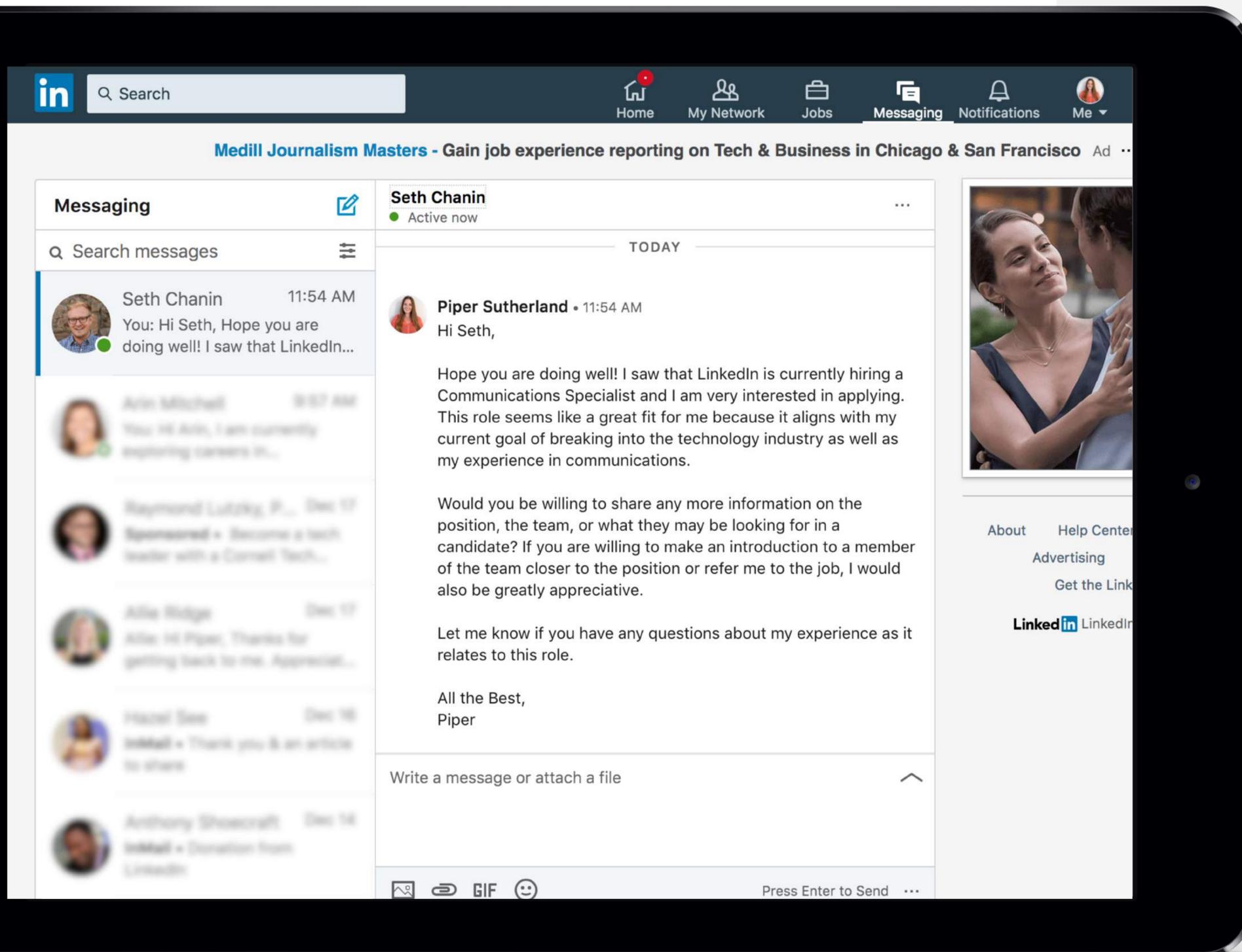
The purpose of an informational interview is for you to:

- ✓ Gain advice on your career path
- ✓ Learn about an industry you are interested in
- ✓ Learn about a specific company you'd like to work for
- ✓ Establish a professional bond



After an informational interview, professionals may also consider you for future job openings they learn of!





Request Referrals

Ask for a job referral by reaching out to your connections at companies you intend to apply to.

Make sure to include:

- ✓ Why you are interested in the specific role
- ✓ Your appreciation for your connection's consideration

DID YOU KNOW? More than **60%** of the workforce has referred someone to work at their company.

Request Recommendations

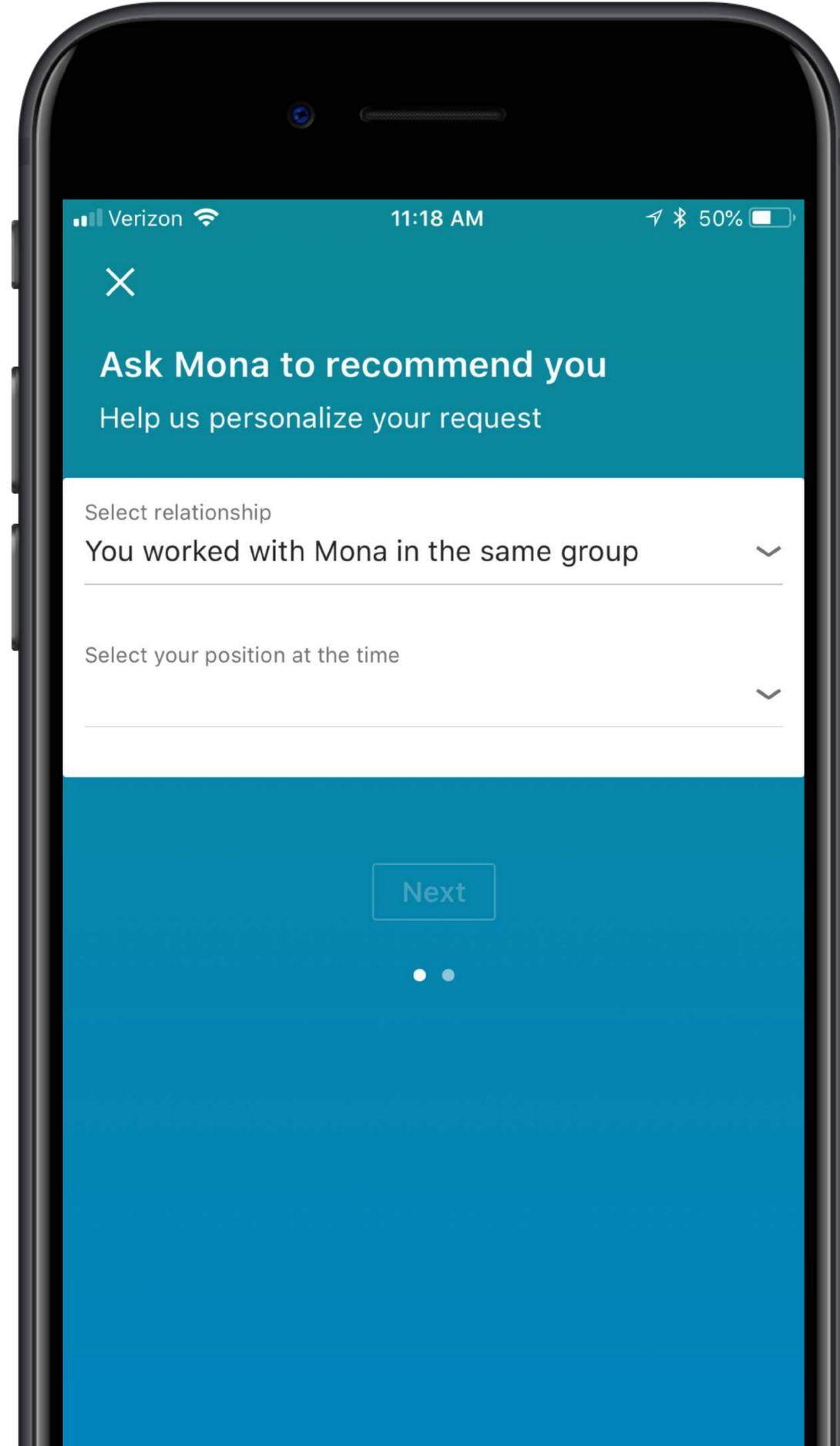
Recommendations on LinkedIn are like references from people in your network.

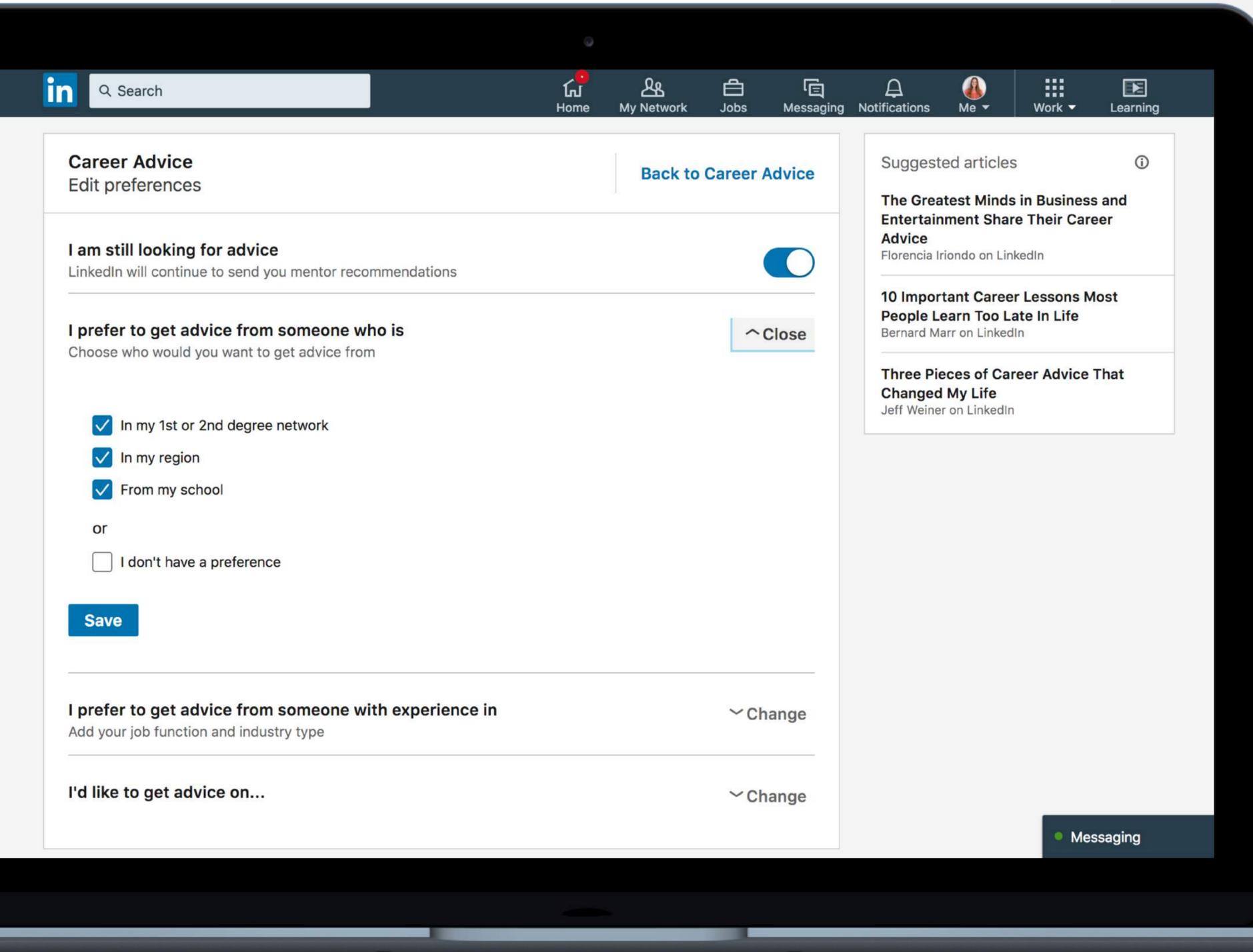
On a connection's profile, click **More...** and then **Request a Recommendation**.

You can select your relationship to this person, indicate whether you worked with them in a particular role, and customize your message.

Who should I ask to recommend me?

- ✓ Current or former managers
- ✓ Current or former colleagues, even those that were not directly on your team but who you worked closely with
- ✓ People who have mentored or advised you professionally, including case workers or nonprofit training program staff





The screenshot shows the LinkedIn interface on a laptop. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. The main content area is titled "Career Advice" and "Edit preferences". It features a toggle switch for "I am still looking for advice" which is turned on. Below this is a section for "I prefer to get advice from someone who is" with a "Close" button. There are three checked checkboxes: "In my 1st or 2nd degree network", "In my region", and "From my school". Below these is an "or" section with an unchecked checkbox for "I don't have a preference". A "Save" button is located below the checkboxes. At the bottom of the settings area, there are two sections: "I prefer to get advice from someone with experience in" with a "Change" dropdown, and "I'd like to get advice on..." with a "Change" dropdown. On the right side of the screen, there is a "Suggested articles" section with three article titles: "The Greatest Minds in Business and Entertainment Share Their Career Advice" by Florencia Iriondo, "10 Important Career Lessons Most People Learn Too Late In Life" by Bernard Marr, and "Three Pieces of Career Advice That Changed My Life" by Jeff Weiner. A "Messaging" notification is visible in the bottom right corner of the laptop screen.

Find a Mentor with Career Advice

From your profile page, select the Career Advice hub located in Your Dashboard.

Set your preferences by sharing who you would like to receive advice from and LinkedIn will suggest members who have relevant experience.



At this time, only members with less than 10 years of professional experience are eligible as mentees in the Career Advice tool.

Add Value and Engage with Your Network

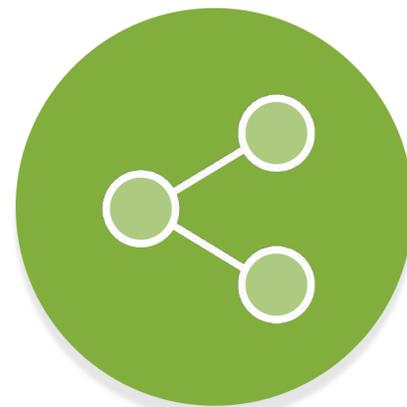
STEP
03

Give testimonials and recommendations to others



Like and share things that people in your network will care about and post

Join groups and exchange insights with school or program alumni



Invest time in your connections and request informational interviews

Search and Apply for Jobs on LinkedIn

DID YOU KNOW? More than **25 million** job seekers visit LinkedIn jobs every week

- Set Career Interests
- Search for Jobs
- Create Search Alerts
- Review “Jobs You May Be Interested In”
- Follow Companies
- Apply Actively

Career interests Privacy settings

Let recruiters know you're open Off
We take steps not to show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)

Before turning on this signal, let's make sure your profile will stand out to recruiters. [Enhance Profile](#)

Share your career interests
Get surfaced in recruiter searches that match your career interests

Stand out in recruiter searches
Recruiters will see your profile marked as 'Open to new opportunities'

Receive more opportunities
Double your chances of receiving relevant messages from recruiters

Your career interests help determine what jobs you're recommended.

Where are you in your search?
Not looking, but open to offers

What job titles are you considering?
[+ Add title](#)

Where would you like your next job to be located?
1 location
San Francisco, California [Change](#)

Near my home [Change](#)

PREMIUM
Piper, land your dream job by learning new skills.
[Go to Learning](#)

Messaging

Set Career Interests

Include potential job titles and locations in your career interests to receive more relevant job suggestions.



Turn on the Open Candidates setting to let employers know you are actively searching and available for a new job.



Download the LinkedIn Job Search Mobile App to see new job notifications quickly



The screenshot shows the LinkedIn Jobs search interface. The search criteria are 'Sales operations' and 'Arlington, Virginia'. The results are sorted by 'Relevance' and show 878 results. The top four results are:

- Sales Operations** at Ekahau, Reston, Virginia. Salary: 45,000 - 55,000 depending on experience. Posted 2 weeks ago. Easy Apply.
- Director Sales Operations** at Sprint, Reston, VA, US. Ten years of progressive management or leadership experience. Posted 6 days ago.
- Sales Operations Analyst** at Apria Healthcare, California, MD, US. An ideal candidate is highly motivated, problem solver with good technical skills, excellent communication skills and is expected to work independently and/or with other ... www.adzuna.com. Be one of the first 10 applicants. Posted 1 week ago.
- Sales Operations Manager** at Water Environment Federation, Alexandria, Virginia. The Water Environment Federation is seeking a Sales Operations Manager to join its team. 3+ years project management experience in a marketing/sales or advertising environment. Be one of the first 10 applicants. Posted 3 days ago.

On the right side of the search results, there is a '3 Saved jobs' section with a 'Create search alert' button.

Search for Jobs

Use LinkedIn's search filters to find jobs by:

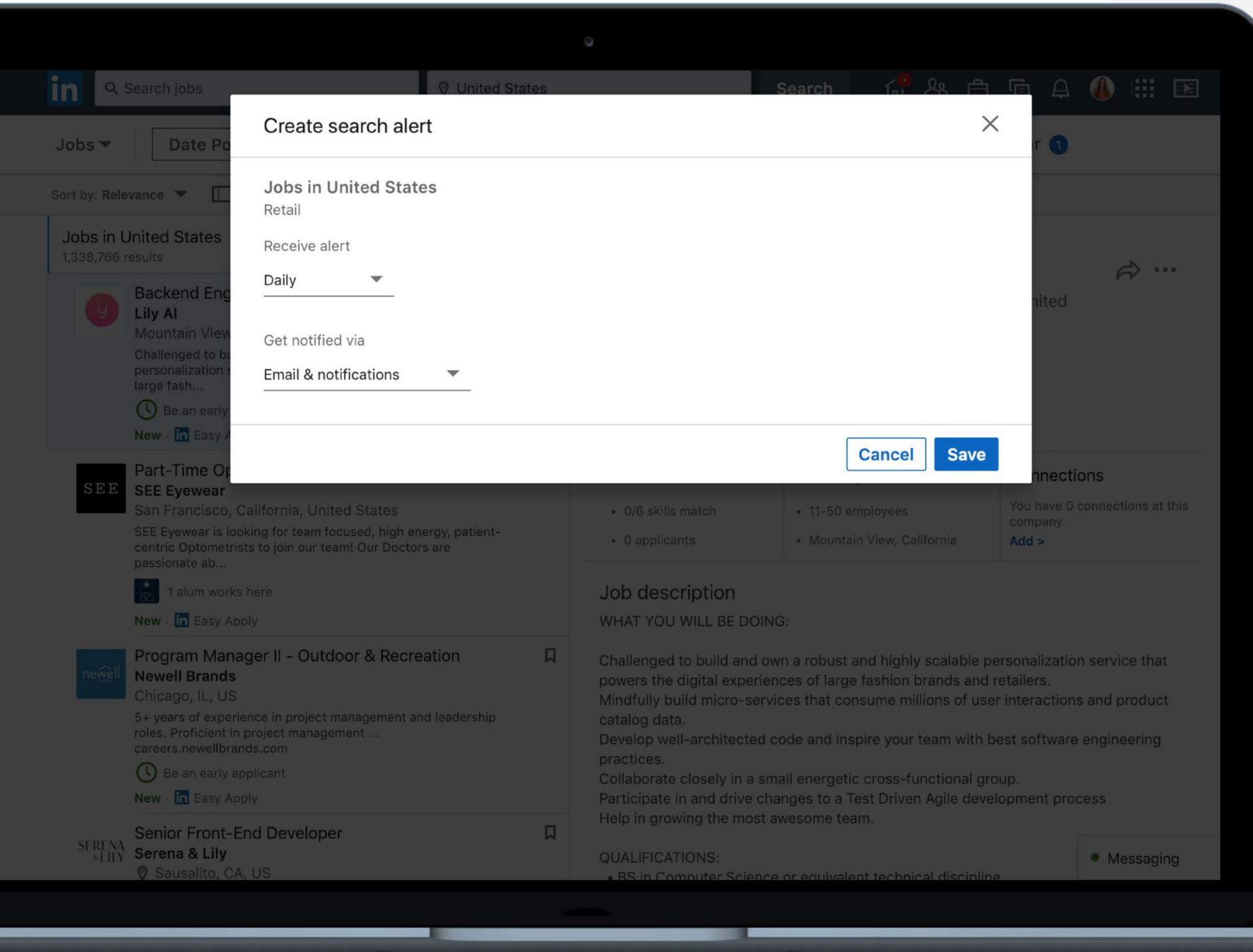
- ✓ Keyword
- ✓ Job title
- ✓ Company
- ✓ Location
- ✓ Function
- ✓ Industry
- ✓ Experience level
- ✓ Date posted

Create Search Alerts

Create search alerts to be notified when jobs you are interested in are posted by turning on “Job Alerts.”

Use filters in the search bar to create alerts by:

- ✓ Keyword
- ✓ Job title
- ✓ Company
- ✓ Location
- ✓ Function
- ✓ Industry
- ✓ Experience level
- ✓ Date posted



The screenshot displays the LinkedIn Jobs interface. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications (with a red '2'), and Me. To the right of these icons are links for 'Try Premium for free' and 'Business Services'. Below the navigation bar is a search bar with a placeholder 'Job title, keywords or company name', a location field with a placeholder 'Location', and a 'Find jobs' button. Below the search bar, there are statistics: '3 viewed jobs', '10 saved jobs', and '15 applied jobs'. A green link says 'Signal to recruiters you're open to talk: On'. The main content area is titled 'Jobs you may be interested in' and includes a filter: 'Any location · Training to Executive level · Any industry · 2 - 10,000+ Employees... Update career interests'. The jobs are displayed in a grid of 12 cards. Each card shows a company logo, job title, company name, location, and a 'Posted' time. Some cards also show 'connections work here' with a small profile picture icon. The jobs listed include: Hulu (Senior User Interface Designer For Internal Applications), CyberCoders (User Interface Artist - User Interface Design, Social...), Andiamo (Team Lead, UX Designer for Streaming Media), Career Planners, Services Inc. (User Experience/UI Designer), Syapse (Senior Server Engineer to Improve Cancer Treatments), Channel Impact (Field Marketing Manager - System Integrators and...), SAP (Senior UX Designer), Active Network (User Interaction Designer), and others. The bottom of the screenshot shows the start of another row of job cards.

Review Jobs You May Be Interested In

For the best job recommendations, make sure your profile is filled out with accurate:

- ✓ Work experience
- ✓ Skills
- ✓ Location information

The screenshot shows the LinkedIn interface on a laptop. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. Below this is a banner with five profile pictures. The main header for the LinkedIn company page includes the LinkedIn logo, the name 'LinkedIn', location 'Internet · Sunnyvale, CA', and '4,910,690 followers'. A tagline reads 'Whatever you're in it for, we're in it together.' There are buttons for 'Visit website' and 'Following', and a link to 'See all 17,530 employees on LinkedIn'. Below the header is a 'Discover LinkedIn' section with three cards: 'LinkedIn User Experience Design Careers', 'LinkedIn Military & Veterans', and 'LinkedIn Careers & Culture'. A 'Life' section is highlighted with a yellow border, showing a video of people in a meeting with a 'CONNECT' sign. A 'Messaging' button is visible in the bottom right of the video area.

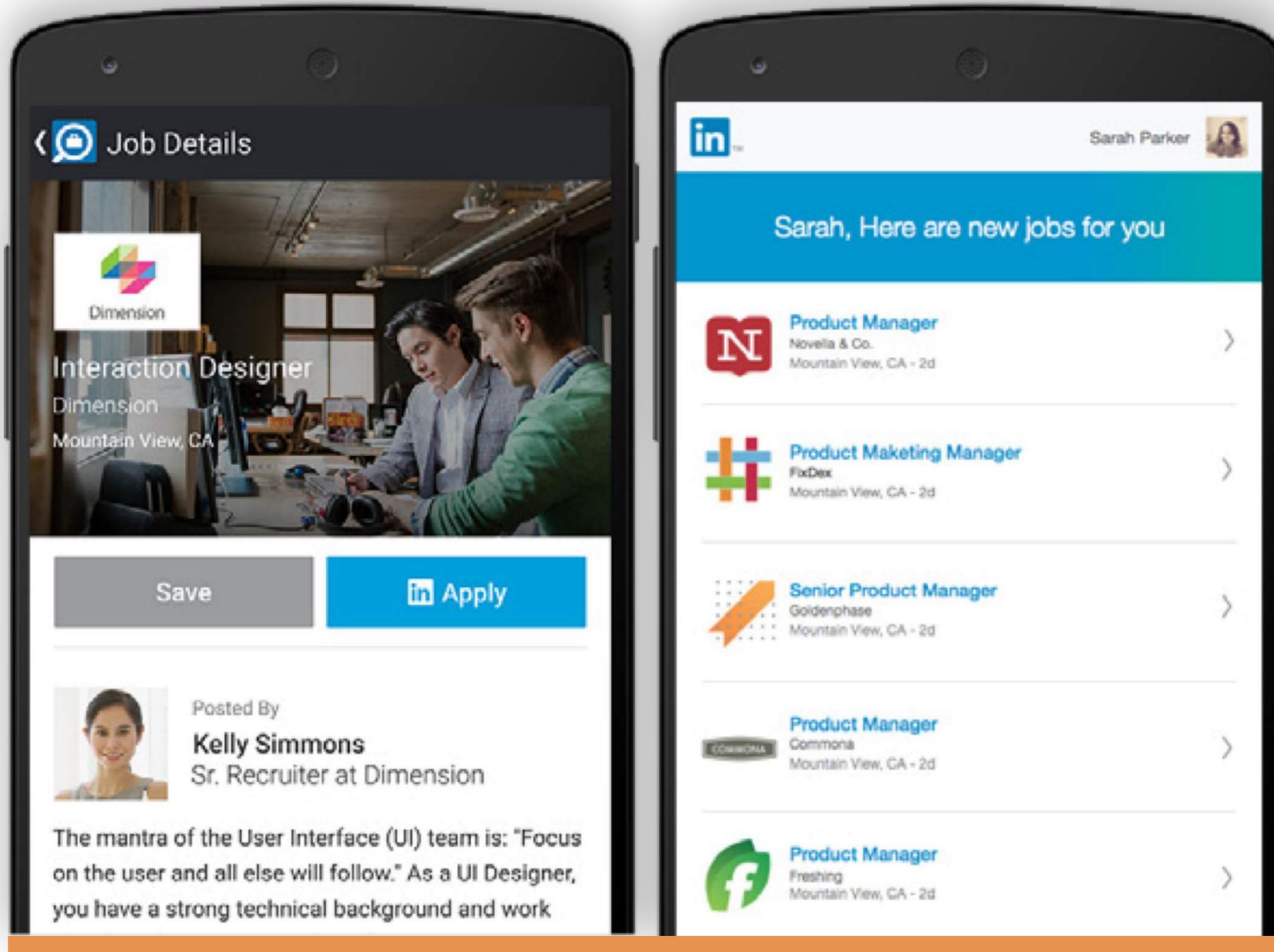
Follow Companies

Explore employers you are interested in working for by following their company page.

Check out the “Life” section to learn more about the company’s culture, values, and professional development opportunities.



Recruiters on LinkedIn can filter specifically for candidates who have engaged with their company page. Make sure to show your interest by taking this easy step!



Apply Actively

Use the “Easy Apply” or “Apply on company website” button to quickly apply for a job you want.

Stay on top of your job search by using the LinkedIn Job Search Mobile App to find and apply for new jobs from anywhere at any time.



*Applicants who apply to jobs within the first three days of posting are **13%** more likely to get the job.*

Extra Credit

Additional features and guidance to help you advance your career



Explore Schools



Explore Alumni



Join Groups



Privacy Settings

The Wall Street Journal - New Year Sale: 50% Off 1 Year Ad ...



Qatar University
Doha · 10,206+ alumni · 60,926 followers

+ Follow Visit website

4 people from your school were hired here
[See all 3,157 employees on LinkedIn →](#)

- Home
- About
- Insights PREMIUM
- Jobs
- Alumni

Updates

Qatar University
60,926 followers
1mo

نظمت **#جامعة_قطر** لم الشمل للخريجين والذي تضمن عدداً من الفقرات منها فقرة تكريم خريج متميز والفرع المتميز إضافة إلى كلمة رئيس رابطة الخريجين والهدايا المقدمة لخريجي ...see more 199 إلى 1999. وقد تميز حفل لم الشمل بأنه جرى تحت رعاية سمو الشيخة موزة

[See translation](#)

- Affiliated pages
- Community Service & Continuing Education Center**
Professional Training & Coaching
674 followers
 - Center for Energy and Sustainability Law**
Oil & Energy
370 followers
 - QU Health**
Higher Education
169 followers
- Messaging

Explore Schools

Find and view the latest news from schools you have attended or are interested in attending by filtering for “Schools” using the search bar.

The screenshot shows the LinkedIn profile for Qatar University. The header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. The main banner features a photo of the university campus with the Arabic name 'جامعة قطر' and the English name 'Qatar University'. Below the banner, it states 'Doha · 10,206+ alumni · 60,926 followers' and '4 people from your school were hired here'. There are buttons for '+ Follow' and 'Visit website'. The left sidebar contains navigation options: Home, About, Insights (PREMIUM), Jobs, and Alumni (highlighted in yellow). The main content area shows '10,206 alumni' with filters for 'Start year' (1900) and 'End year' (2019). A search bar is provided for 'Search alumni by title, keyword or company'. Three data panels are visible: 'Where they live' (8,694 in Qatar, 250 in United States, 137 in Canada, 125 in United Arab Emirates), 'Where they work' (659 at Qatar University, 146 at Qatar Petroleum, 126 at Qatar Foundation, 121 at Hamad Medical Corporation), and 'What they' (780 in Oper, 750 in Busin, 682 in Engir). A 'Messaging' button is also present.

Explore Alumni

Explore the career paths taken by school or program alumni.

By clicking “Alumni,” you can view:

- ✓ Where alumni live
- ✓ Where alumni work
- ✓ What alumni do
- ✓ What alumni studied



Consider reaching out to anyone whose career interests you for an informational interview!



communications



Home



My Network



Jobs



Messaging



Notifications



Me



Work

Groups

\$15,000 Scholarship - Apply today to CGU's Online Masters in Marketing Analytics for Summer 2019! Ad ...

Showing 6,557 results



Public Relations and Communications Professionals

297,388 members



Corporate Communications

136,897 members



Brand & Communications Management

105,936 members



Unified Communications

55,112 members



Employee Communications, Engagement, and Experience

39,875 members



Corporate Communications Network

39,523 members



Messaging

Join Groups

Find and join groups of professionals to give and get career help and resources by filtering for "Groups" using the search bar.

Consider joining groups for:

- ✓ Professionals in your industry
- ✓ Alumni of your school or training program

Account

Privacy

Ads

Communications

Login and security

Site preferences

Subscriptions and payments

Partners and services

Account management

Login and security

Email addresses

Add or remove email addresses on your account

Change

2 email addresses

Phone numbers

Add a phone number in case you have trouble signing in

Change

0 phone numbers

Change password

Choose a unique password to protect your account

Change

Where you're signed in

See your active sessions, and sign out if you'd like

Change

3 active sessions

Two-step verification

Activate this feature for enhanced account security

Change

Off

Site preferences

Language

Select the language you use on LinkedIn

Change

English

Autoplay videos

Choose if you want videos to autoplay on your browser

Change

Yes

Showing profile photos

Change

Privacy Settings

Click the “Me” icon at the top of your LinkedIn homepage.

In the dropdown menu, select “Settings & Privacy” to begin managing your preferences.

For example, you can:

- ✓ Change the language you use on LinkedIn
- ✓ Change your password
- ✓ Control your notification preferences