• **What** it is
• **Why** you should have an Account/Profile
• **How** to create a Profile
• **What/when** to change/update your Profile
What...

LinkedIn [https://www.linkedin.com] is a business and employment-oriented social networking service

- 500 million members (profiles) (April 2017)
- United States-wide and International
- Account-holders *must be 16 years old* (2017) \(^1\)

\(^1\) Wikipedia (accessed 12/5/2017)
Why...

Reasons to create a LinkedIn account:

1. Positive digital presence  
   (80% of employers “google” prospective hires\(^1\))
2. Active resume  
   (You can update 24/7, anywhere)
3. Networking opportunities for jobs and college  
   (85% of jobs are found via social networks\(^2\))

\(^1\) Joyce (2014)  
\(^2\) Adler (2016)
How...

LinkedIn accounts are fast and easy to create.

... See the next slides > > >

See *Tips* and suggested *Privacy* settings before you create your account
Before logging-in

1. Think of a ‘headline’ for yourself

   * Suggested: “Michigan student interested in...”

2. Have your past down in rough notes

   * education (schools, dates)
   * job experience (job title, employer, dates)
   * volunteer experience (“job title”, “employer” dates)
   * honors & awards
Your Profile Name = How you are found on the Web (when/if you go public)

Use your full first and last name

* If your name is “taken,” add
  * Michigan or your home town
  * a middle initial
  * a number (not your birth year)
Privacy settings

• Say “No”
• Set to “not visible”

Note: You may change this later
General tips

* Keep posts general, positive, and professional
* Don’t be too personal
* Don’t be negative
How to change your Profile and Privacy Settings

1. Click the Me icon at the top of your LinkedIn homepage.
2. Click on ACCOUNT… Settings & Privacy

* Interested in Networking? Make it public
* Interested in Privacy? Select “No” and/or set your info to “Not visible”

Spear/BHS LMC
How...

Recommended way to create your Account:
1. Open/download step-by-step directions here
2. Open 2nd window https://www.linkedin.com
3. Proceed thru steps with directions at hand

STOP! Review Tips and suggested Privacy settings before you create your account

General directions also available on Wikihow

[ https://www.wikihow.com/Create-a-LinkedIn-Account ]
**Summing up**

*LinkedIn* = A business- and job-oriented social networking service; good as a virtual resume

https://www.linkedin.com

- See [Directions](https://www.linkedin.com) to create your Account (must be 16)
- Profile name = your first, last name
- Privacy settings = say No; Not visible
- Change your Profile/Privacy settings, as needed
  [ Log-in > me icon > Account > Settings & Privacy ]
- Keep posts light, bright, polite

* Interested in Networking? Make it public
* Interested in Privacy? Select “No” and/or set your info to “Not visible”
* *You may change these settings at any time*