



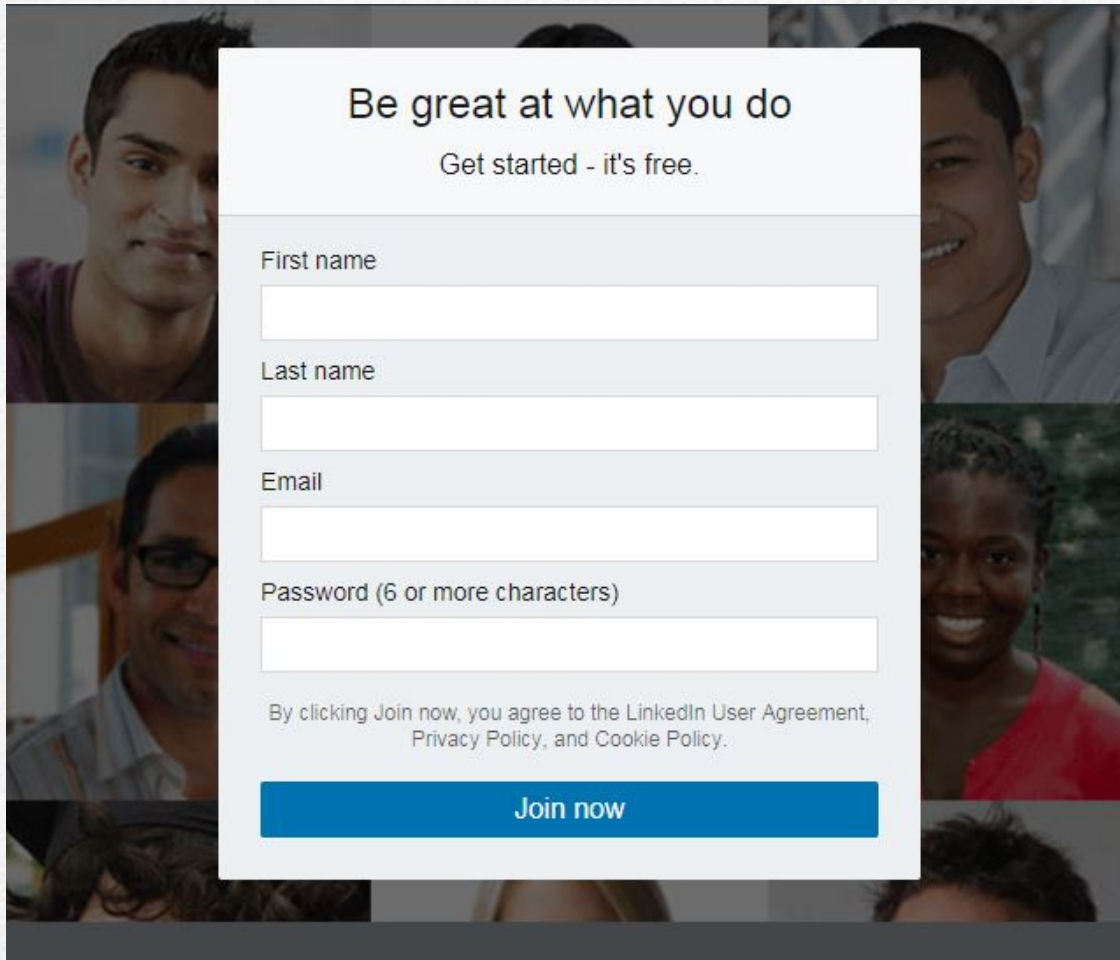
# LinkedIn

How to create a great LinkedIn profile & get the most out of it

**MO LEARNING**

*Powered by LinkedIn Learning®*

# Set up your LinkedIn profile

A screenshot of the LinkedIn sign-up form. The form is white with a blue 'Join now' button. It is overlaid on a background image of diverse people. The form contains the following fields: 'First name', 'Last name', 'Email', and 'Password (6 or more characters)'. Below the password field, there is a line of text: 'By clicking Join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.'

Be great at what you do  
Get started - it's free.

First name

Last name

Email

Password (6 or more characters)

By clicking Join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

[Join now](#)

Go to [LinkedIn.com](https://www.linkedin.com).

Enter your first and last name, e-mail address and create a password.

Enter your country and zip code information, current education and employment status, and also some information to personalize your profile.

After filling out the preliminary information, LinkedIn will send you a confirmation code to your e-mail address to confirm the LinkedIn account.

Once you open that e-mail, you'll be asked to enter a six digit personal identification number (PIN) to confirm both your e-mail address and your profile.

Follow the next steps to learn how to create a great profile!



# Building your LinkedIn profile



Present yourself as though you're interacting with people in a work setting.

Your visual image is important (no cat, dog, crazy costumes or goofy photos).

Be professional and authentic.

Tell the story of your professional career.

Showcase your experiences.

Let your network and your colleagues add to your story through their endorsements and recommendations.

Join a few groups that interest you as a professional and build relationships through those groups.



# What NOT to do



Save your goofy photos, your outdated portraits and your family group shots for Facebook .

Don't say bad things about current or previous employers or coworkers.

Don't be too lengthy – keep things readable, accurate and truthful.

Having an opinion is fine – being openly opinionated can be problematic.

Don't misspell or use poor grammar.

If you aren't supposed to do it in a professional workspace, you shouldn't do it on LinkedIn.

Don't be a narcissist.



# Don't forget to update your profile regularly

Most recent job and job title.

Most recent education.

Include additional training when applicable.

Honors, awards, accomplishments.



# LinkedIn: Teaching, Learning and Sharing

Teach others what you know by writing posts or articles about work topics that interest you and show your expertise.

Learn from others through LinkedIn Learning, read what other professionals post.



Share what you're reading with others and add some insightful comments.

Use hashtags creatively. This will help others find what you're posting and also helps you tag on to topics that are trending.




# Get industry or interest news

Stay up-to-date with the latest happenings in your field

 **Daniel Goleman**  • Following ⋮




What Makes a Leader? Emotional and Social Intelligence  
Published • 21h


It is important that leaders play a role in employee engagement. But employees also have a responsibility to motivate themselves and align their work with their goals.




**Engaging Your Focus At Work**  
Daniel Goleman on LinkedIn 🔖

1,466 Likes · 44 Comments

 Like  Comment  Share




 **The Wall Street Journal**  
4,769,168 followers  
20h ⋮

The mobile internet, automation and AI will have profound implications—for jobs, infrastructure, investment, global competition and more.



**Inside the New Industrial Revolution**  
wsj.com 🔖


76 Likes · 4 Comments

 Like  Comment  Share




# Learn from others & share what you know

Gain insights from leaders in your field. Tell others what you're doing.

 **Paul Petrone** • Following  
Editor, LinkedIn Learning  
44m

When trying to persuade someone, there are specific words you should – and shouldn't – say. [Sam Horn](#) explains. ...see more



**How to Turn a No Into a Yes: The Words You Should Use**  
learning.linkedin.com

1 Like

Like Comment Share

Be the first to comment on this

 **Lori Croy**  
Director of Communications at Missouri Department of Insurance, Financial Institution...  
2w • Edited

Having achieved the stage of my career that affords me the privilege of being both an employee AND a supervisor, I can emphasize the importance of being a supportive boss from both perspectives. Be the kind of boss you would I ...see more



**The Importance of Working For A Boss Who Supports You**  
forbes.com

24 Likes · 6 Comments





# Be a joiner and a follower

Choose some influencers to follow.

Choose a few companies in your profession or your interest areas to follow.

Join some groups that represent your profession or your interests.

Like, comment or share information from these folks to get started.



# Connect with people, follow #hashtags

- Connecting with people on LinkedIn will help grow your social network on the platform.
- Follow hashtags relevant to your industry or career to stay updated on the latest news.

