

# TECH TUTOR

## LinkedIn for Job Seekers

[kcls.org/techtutor](http://kcls.org/techtutor)

LinkedIn for Job Seekers Manual  
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[kcls.org](http://kcls.org)

# LinkedIn for Job Seekers

The KCLS Tech Tutor Program offers free One-on-One Computer Help and Computer Classes. Go to [kcls.org/techtutor](http://kcls.org/techtutor) for upcoming Tech Tutor sessions, learning online and class manuals.

This manual is for *LinkedIn for Job Seekers* class held on KCLS computers running Windows 7.

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## Signing In to Library Computers

For personal use of library computers, sign in with your library card number and Personal ID number.

**For a computer class, sign in with these codes:**

627837

1212

**Note:** Be careful not to type the letter "O" for a zero (0) or the letter "l" for a one (1).

## In this class, you will...

Learn about LinkedIn, a professional network site, including how to:

- Create a free LinkedIn account
- Customize your profile
- Modify Privacy Settings
- Build your professional network

## Create a LinkedIn account

As opposed to Facebook, which is primarily used for social networking, LinkedIn is a site used for professional networking and recruitment. You can establish a list of connections of professional contacts and share your resume and professional experience.

### Create your LinkedIn account

1. Go to [www.linkedin.com](http://www.linkedin.com) in your web browser
2. Fill out the **Registration** form
3. Fill out your contact and professional information
4. Click **Create My Profile**
5. Search your email contacts to automatically send invites to people in your email account. You will have to give your email address and password to do so. You can **skip this** and return to it later.
6. Confirm your registration by email; go to your email inbox.

### Get started – it's free.

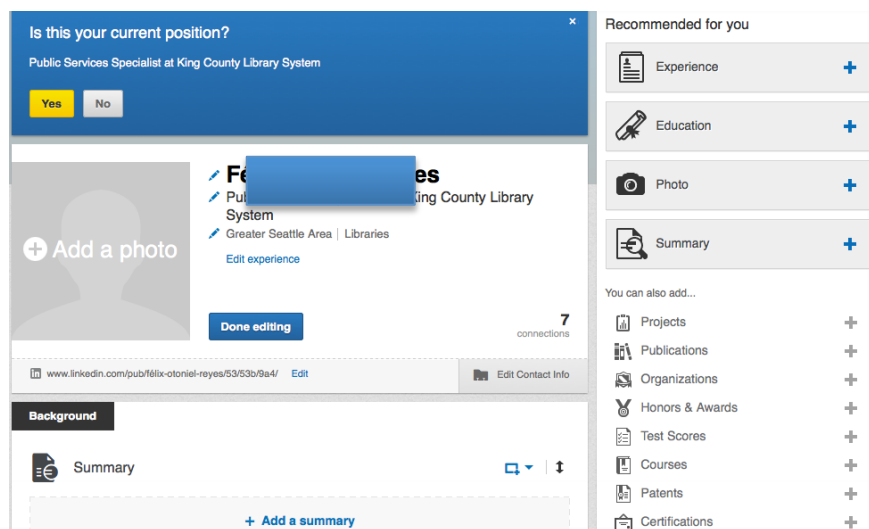
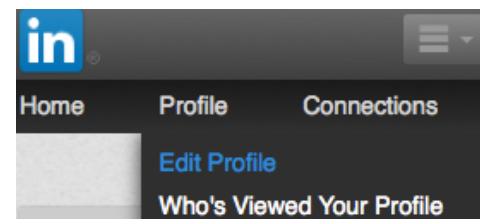
Registration takes less than 2 minutes.

By clicking Join Now, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#).

## Customize Your Profile

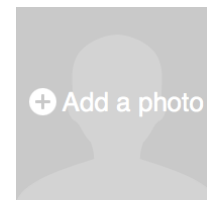
Log in to LinkedIn with your email and password to customize your profile. Note the tabs on the homepage. Click **Profile**, and then click **Edit Profile**. Note the Recommendations on the right sidebar. You can also **Add** links in the middle section. Start simple. You can modify and expand later.



## Uploading a Photo to Your Profile

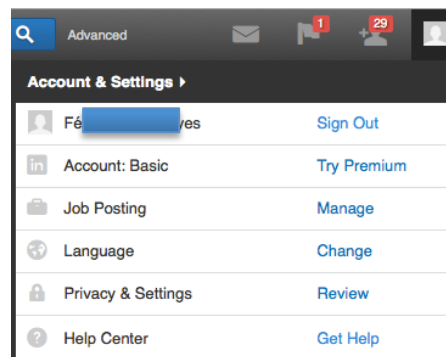
You can add a photo to personalize your profile. Remember, the purpose of LinkedIn is professional networking. You may want to save your hot dog eating contest picture for Facebook.

1. Click Profile tab
2. Click Add a Photo
3. Click Browse (to see files on your computer or removable storage device)
4. Click Upload Photo to confirm
5. Save Photo







## Account Settings

Click the profile picture/image (upper right corner of the screen) to access **Account & Settings**, including Privacy & Settings, and the Help Center. Familiarize yourself with Privacy Settings first, and then explore the others.



## Privacy Settings

Consider your comfort level, but also keep in mind that LinkedIn is about connections, so the more you share, the more information potential clients and employers can see. Take time to look into the various controls and settings for each section on the left side (Profile, Communications, Groups, etc.)

 <b>Profile</b>	<b>Privacy Controls</b>	<b>Settings</b>
 <b>Communications</b>	Turn on/off your activity broadcasts	Manage your Twitter settings
 <b>Groups, Companies &amp; Applications</b>	Select who can see your activity feed	Manage your WeChat settings
 <b>Account</b>	Select what others see when you've viewed their profile	<b>Helpful Links</b>
	Turn on/off How You Rank	Edit your name, location & industry »
	Select who can see your connections	Edit your profile »
	Change your profile photo & visibility »	Edit your public profile »
	Show/hide "Viewers of this profile also viewed" box	Manage your recommendations »
	Manage who you're blocking »	

## Profile Views

You can choose what other users will see when you view their profile:

- My name and headline
- My anonymous profile characteristics, such as industry and title
- Nothing. I will be completely invisible to users I have viewed

## Profile and Status Updates

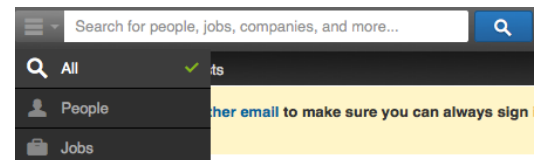
Straight from LinkedIn: “When you update your status, make significant changes to your profile, recommend people and services, or follow companies, LinkedIn can automatically notify your connections and show the update on your company's profile.” If you are just getting started, **No** might be the best option so your connections are not notified every time you make a change. You can adjust any of these settings at any time.

## Find and Connect with People

LinkedIn is all about connections. There are many ways you can find people to be connected to your profile.

### People search

Select **People** from the search box and enter a name. Each result has several options you can click on.

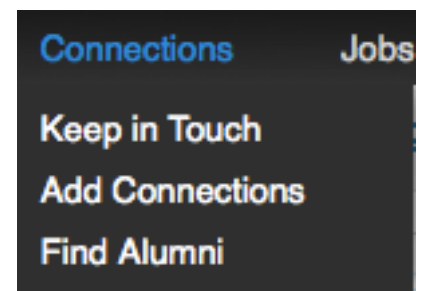


### Add a Connection

You can add connections from the Connections tab. Simply click it for different ways to connect with people you may know and with whom you can network.

#### TIPS:

- ☑ Make sure you know the people you are inviting to connect. The recipient can click “I don't know this person,” and if you get too many of these, LinkedIn will block your connecting.
- ☑ Avoid generic wording when sending invites. Make it personal *and* brief!



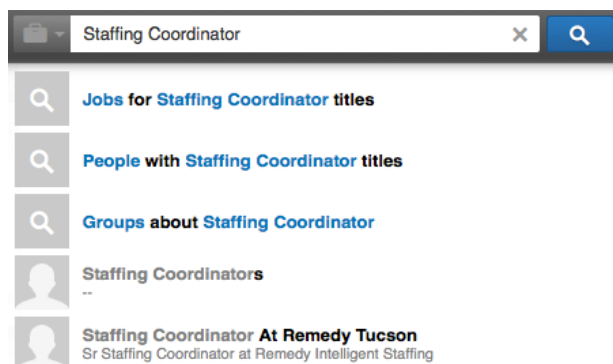
## Search for Jobs, Groups, Companies

Be pro-active and seek opportunities that interest and benefit you.

### Job Search

Select **Jobs** from the search box and enter a title.

1. For example, try “Staffing Coordinator” and see what companies have jobs posted with that title.
2. Click on one of the suggested searches (Jobs, People, Groups), or Click the Search icon.



### Group search

Participating in LinkedIn Groups keeps you informed, introduces you to new connections, and allows you to participate in discussions.

1. Select Groups from the search box and type a keyword. For example, try “administrative assistants” and investigate the results.
2. Each group will allow you to look at Similar Groups or Join. Click Join Group if you want to be a member and potentially participate in discussions.
3. This group will be added to your profile, but you can edit the settings (Profile →Edit Profile).

#### TIPS:

- Try a search for Seattle in the Groups search box. **Linked:Seattle** will likely be there first result; it is a great group to get started with.
- It helps to choose groups with larger numbers (more than 500). In general, these groups are more active, have more interesting discussions, and offer greater networking opportunities.

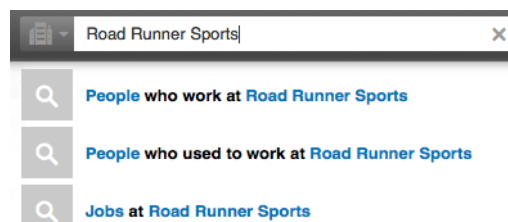
### Research companies and titles

You can use LinkedIn to research companies and other people with job titles of interest. For example, let’s say I have an interview for a job at Expedia in a Recruiting position. First, you may need to go to LinkedIn Home to find Advanced.

1. Click Advanced (near search box, upper right corner)
2. Try this search: Title: Recruiting, Company: Expedia.
3. Now, you can research others who have held that position and see if you are connected.

Use the **Companies** option in search, to find out about a place, see available jobs, and see who works there that you may know.

1. Try a search for “Road Runner Sports”
2. “Follow Company” to keep up with their updates

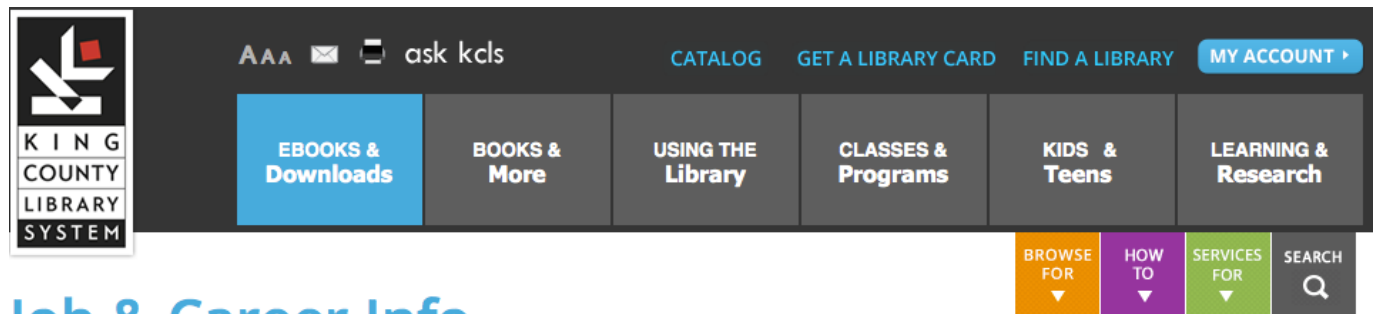


## Help Center

Visit <https://help.linkedin.com/> or find Help Center in the menu shown when you click the profile picture (upper right corner). Type in questions or keywords or search the topics.

## KCLS Resources

Visit the Job & Career Info for excellent resources for job seekers. Go to <http://kcls.org/learning/careers>, or hover over Learning & Research and select Job & Career Info from the menu.



## Job & Career Info

Connect with agencies, library resources, and local services for job-seekers

Agencies That Can Help	+
Free Workshops	+
Exploring a New Career	+
Volunteer Opportunities	+
Local Jobs	+
National Jobs	+
Special Populations	+
Job Search Basics	+



*KCLS has been a WorkSource Connection site since 2009, providing improved access to services and information for job seekers in King County.*

*KCLS is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to persons with disabilities.*



## More Computer Learning from KCLS

The KCLS Tech Tutor Program offers free One-on-One Computer Help and Computer Classes. Go to [kcls.org/techtutor](http://kcls.org/techtutor) for upcoming Tech Tutor sessions, computer learning online courses through premium databases and class manuals. This manual has been for *LinkedIn for Job Seekers* class held on library computers running Windows 7.

Please visit [kcls.org/usingthelibrary/computers/](http://kcls.org/usingthelibrary/computers/) to learn more about using KCLS library computers.

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