



+ LinkedIn® = Success!

Getting Started With LinkedIn

1

Build Your Profile:

- List your current position
- Add your past positions (yeah, sorta like your resume!)
- Add your education
- Add a photo (head shot, good lighting, professional)
- Add a summary (yeah, sorta like your elevator speech!)

Why? Adding the companies you've worked for and the schools you've attended not only tells people about you, it will help people find you. You'll see how this works when you follow Step 2: Connect.

2

Connect -- Invite People You Know:

- NoCoNet members (look to your left; now look to your right ...)
- Former colleagues
- Classmates
- Join other groups
- Import contacts from your address book (selectively)

Why? Connecting is what it's all about. How many people you connect with is up to you. If you joined NoCoNet to expand your network, this is a great way to do it.

3

Explore LinkedIn's Great Features:

- Answers (ask questions or answer them)
- Recommend and get recommended
- Search jobs across LinkedIn and in the NoCoNet group
- Research companies
- Applications (e.g., SlideShare, Reading List, Blog Link)
- Events hub (new! – hard to find! – under Applications)
- Discuss anything of interest in the NoCoNet group
- Ten Ways to Use LinkedIn to Find a Job
(<http://blog.guykawasaki.com/2009/02/10-ways-to-use.html>)

Why? LinkedIn has a wealth of tools that can help you search for jobs and – more importantly – use your network of contacts to learn key information in your job search.

Feedback: I'd love to make this better. Send suggestions, comments or questions to Jim.Vernon@askvsm.com. Or, invite me to connect (See Step 2!) and send me a LinkedIn message. ☺