

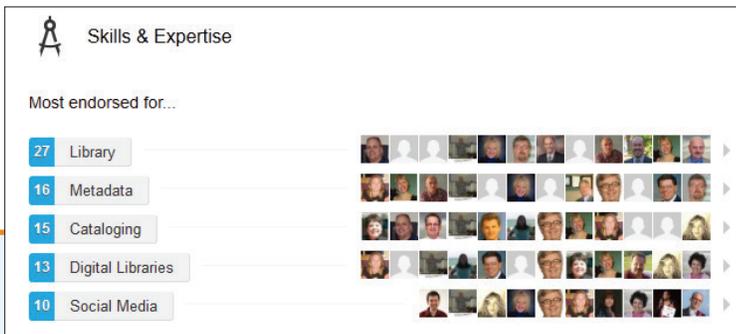
## Build Your Profile

- 1. Edit your Profile.** Go to the profile tab, then click on edit profile. Click the pencil icon on the section you would like to change.
- 2. Include a Photo.** Make sure your photo represents the professional you, not the personal you, because LinkedIn is about professional networking. You can change your photo at any time by clicking on Profile > Edit Profile and then clicking the camera icon.
- 3. Include a Summary.** The Professional Summary section of your profile is a good way to highlight your experience. Select an Industry, because recruiters often use that field to search.

### Michele Kirby

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- 4. Include Keywords and Skills.** Include keywords and skills from your resume in your profile. This will make it easier for your profile to be found in search results.



If you need to add or remove skills, click on the profile tab. Select Edit Profile and then look for the pencil icon next to Skills.

## Connect With Others

- ★ **Grow Your Network.** Connect with other members and build your network. The more connections you have, the more opportunities you have!



More tips...

# LinkedIn® Introduction to LinkedIn

## Contribute

- ★ **Give and Receive Recommendations.** To a potential employer, a LinkedIn recommendation is an opportunity to read a reference in advance.

## Broadcast

- ★ **Join Groups.** Joining groups on LinkedIn is a great way to find new connections and grow your network. Search for groups or browse suggested groups on your home page.

## Job Search

1. LinkedIn will suggest jobs to you based on the information in your profile.
2. You can also search for jobs using the Jobs tab located at the top of the page.

The screenshot shows the LinkedIn job search interface. At the top, there is a search bar with a magnifying glass icon and a 'Search' button. Below the search bar, there are several filters: 'Country' (set to 'United States'), 'Zip code' (set to '55063'), 'Industry' (with a list of options including 'All industries', 'Accounting', 'Airlines/Aviation', etc.), 'Functions' (with a list of options including 'All job functions', 'Accounting/Auditing', etc.), and 'Salary (USD)' (with a list of options including 'All salary levels', '\$4 Upgrade to Job Seeker Premium', '\$60,000+', and '\$80,000+'). A 'Premium' badge is visible next to the salary filter. At the bottom of the filter section, there is a 'Search' button and a 'More options' link.