



Create a Complete Profile

Step 1



TIP: Think of your [snapshot](#) as your next-generation business card.

Creating a Profile:

- Your profile has two different views reachable through clickable tabs:

View My Profile: see your profile as your network does.

Edit My Profile: edit the different elements of your profile.

- Clicking "Edit" next to these elements allows you to make the changes.

Share Your Experience and Education

Step 2



TIP: Use clear, succinct phrases here—and break them into digestible chunks so even on a quick-scan of your accomplishments shine through.

Current Employment Information:

- Add your company name, title, duration, and a job description.
- Your position description should briefly explain what the company does, and what your main responsibilities and accomplishments were.
- Start writing your [professional experience](#).

Education:

- Select the country and state where you went to school, including your degree, field(s) of study, dates attended, and activities & associations.
- Your [educational background](#) is displayed along with associated activities and honors.

Build your Personal Brand

Step 3



TIP: Think of this as your personal elevator pitch.

Summary:

- Describe your specialization, primary industry, and professional experience and goals.
- Summarizing your professional experience and goals allows other users to quickly learn about your background and interests.
- Please make sure to spell check, as most descriptions are used in key word searches.

Promote your Personal Brand and Profile

Step 4



TIP: The [additional information](#) profile element allows you to give users more insight into your professional qualifications.

Industry:

- Share your company website, or personal blog link.

Recommendations:

- [Recommendations](#) help illustrate your achievements, project credibility, and show why people enjoy working with you. People with recommendations are 3 times more likely to get looked at.

Contact Settings:

- Let people know the best way to contact you by providing information on opportunity preferences and the type of messages interested in receiving.

Re-connect

Power your career

Get answers



Home

What is LinkedIn?

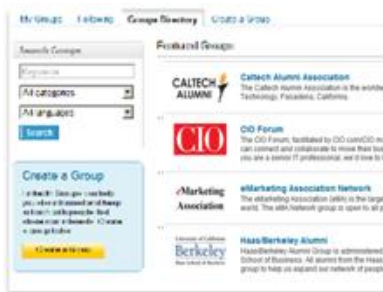
<http://learn.linkedin.com/what-is-linkedin/>




LinkedIn [Groups](#) allows group organizations to extend their brands reach and strengthen the brand with existing users by providing additional value through LinkedIn's features. [Click here](#) to learn more.

Groups Directory

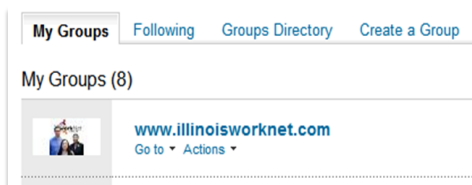
- The [Groups Directory](#) allows you to easily find the right group. Click on the "Category" dropdown to sort by different group types (Alumni, Corporate, Non-Profit, etc).
- Once you have found a group you are interested in joining, click on the "Join Group" link to request to join the group.



TIP: Clicking the  "Share" button lets you invite your connections to join the group as well.

My Groups

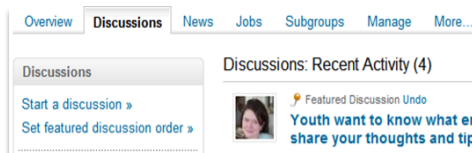
- Once you have joined a group, it will appear on your left side navigation bar under "Groups".
- Click on the Groups link to view all of your groups.
- Your Group homepage gives you an overview of the activity in your group and allows you to take part in a private discussion(s).



TIP: You can also click on the "Group Profile" link to view information about the group.

Discussions

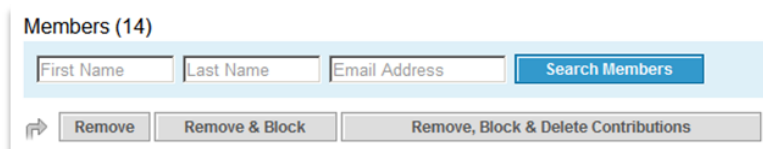
- LinkedIn Groups are now the best place to communicate with your group or organization online.
- Click on the "Discussions" tab on your Group to get started and view recent discussions.



TIP: Use the navigation links to sort discussions by most recent, popular topics, and those that you've participated in.

Members

- Your groups Members page allows you to view all the members in your group.
- To get started, click on the "Members" tab in your group and enter in your search terms in the "Search Group" box.
- You can search by name, company, and other keywords such as specific areas of expertise.



TIP: This is a great way to find experts and utilize talent from within your network.