TBI

LinkedIn Training

Navigation Overview – What You Need to Know
Home Page

Newsfeed
> Your newsfeed is people and companies you follow as well as your connections and what they post – this lives on your home page in the middle.

> If you like a post or want to share it, there is an option to do this at the bottom of each post.

Profile Overview
> Located in the upper left hand corner of your homepage, you will be able to click and see who has viewed your profile and the views of things you've posted.

Popular Topics Being Discussed
> In the upper right hand corner of your homepage you will see "What people are talking about now" which includes the most popular topics of the day and top news.

Navigation Toolbar
Located at the top, you'll see a few things:

> My Network – Here you will see your invitations to connect and then people you may want to connect with based on your current connections, where you currently work and where you have worked in the past.

> Messaging – You can privately message people on LinkedIn, either public figures, people in your network, or 2nd and 3rd connections (those people who are connected to you once or twice removed). Click here to see those messages in an inbox.

> Notifications - Click here to see a summarized overview of who has viewed your profile, liked your posts/updates, etc.

> Me "Profile" Dropdown – Here you can view your profile, adjust your privacy and account settings and get help.

Building Your Personal Profile

Step 1: Go to the edit pencil on the top right of your profile, underneath your profile photo and do the following:

> Add a professional photo without anyone else in it --preferably a headshot—so people can clearly tell who you are.

> Add a profile cover photo – Keep it generic, professional or related to your industry (city skyline photos are always good).

> Add a Headline - Include a brief description of your background and who you are.

> Add Summary – This includes different tools or skills you have or possess and often this auto-populates based on skills you may have included in your current and past positions (see Step 2).

Step 2: Scroll down to the current and past job experience section, and click on the edit pencil in the top right:

> Enter the company name, role, and job description.
> Repeat until you've completed your full career history.

Step 3: Scroll down to volunteer experience and associations you belong to:

> Add in any information, positions held and a brief overview of your contributions.

How to Post

By posting on a professional social media network like Linked In you can grow your potential prospective customer base, as well as discover new customer bases you maybe didn't know you had. It's also a good way to establish yourself as a "thought leader" in the industry, and thus a more reliable business leader/company to rely on.

The Basics
> At the top of your homepage, you'll see a space where you can post an update.

> This is also where you can share a link to an article, or upload an image/video.

Mentioning Companies or Connections
> To create positive repertoire with your connections or other companies involved in anything you're posting about, use the "@" symbol and type the company's name or the connection's name. It should auto populate if the company has a LinkedIn page or if the connection is on LinkedIn. They will be then notified of this mention.

Privacy Settings on Posts
> When you click in the body of your post, you will see a tab at the lower right that says "Post Settings." Here you can set it to post publicly to anyone on and off LinkedIn, publicly, to your twitter connections (this needs to be connected first) or to just your LI connections.

Integrating Twitter
> If you have a Twitter account or are planning on getting one, you can have anything you post on LinkedIn be fed into your Twitter account in shortened text.

> To add your Twitter account, go back up to the Navigation Toolbar to your "Me" Profile dropdown, select "Settings & Privacy", scroll down to "Partners and Services" and select Twitter settings and you'll be instructed how to add your account from there.

How to Hide Connections

LinkedIn is all about your connections as this is a network you should use professionally and in a positive way. You may not want people to see your connections to protect the privacy of your network or so your connections aren't contacted by unwanted solicitors.

To hide your connections:
> Place your cursor over your "Me" Profile in the navigation toolbar and scroll down to "Settings & Privacy."

> Click "Select Who Can See Your Connections" under "Privacy Controls" near the bottom of the page.

> Click the drop-down list on the popup message and select "Only Me." Click "Save Changes" to hide your contacts.

How to Turn Off Profile Updates

You may not want your competition knowing if you've changed your business model, have joined a new network, etc.

This will allow you to update your profile without notifying your contacts.
> Go back to the "Me" Profile Drop-down in the navigation toolbar in the upper right-hand corner and scroll down to "Privacy & Settings" again.
> Scroll down to the "Privacy/Controls" section and click "turn on/off your activity broadcasts."

How to Turn Off Pages/Profiles Viewed

This setting allows you to disable others' ability to see when you have viewed their profile; however, once this setting is enabled, you will not be able to see who has viewed your profile either.

By turning this setting off, you are hiding your identity when you view others' profiles, which is a good adjustment to make when you're searching for prospective customers.

To turn off pages/profile viewed or go "invisible":
> Go to your "Me" Profile Drop-down in the navigation toolbar and scroll down to "Settings & Privacy."
> Click the "Privacy" tab at the top.
> Scroll down to "Profile Viewing Options" and change yours so others can see you as just a member of the company you work at but anonymous, or as an anonymous member of LinkedIn.

How to Hide Part of Your Profile from Non-Connections

If you're concerned about those you're not connected to, learning too much about you or your business.

> Click the "Me" icon at the top of your LinkedIn homepage and click "View Profile."
> On your profile page, click "Edit Your Public Profile & URL" on the right rail.
> Under the section "Customize Your Public Profile" in the right rail, click "Make My Public Profile Visible" to everyone. Your basic information displays by default.
> Check or uncheck the boxes to select which sections you'd like to display or hide. The changes take effect immediately. You can reload that page to see any changes you made and save.

Note: It is good to have people see your experience, so we don't recommend this, but it's something you can do if you really want to. Hiding your connections is more important.

How to In Mail

This is a great way to prospect privately to your connections. It's also a way to take the conversation offline (off public domain). It also allows you to talk to prospects who may be working with competition without making it public knowledge.

> You can send an InMail by clicking the "More" icon in the top section of a member's profile and selecting InMail. InMail credits let you directly message members you're not connected to. If you have a Basic (free) account, you must upgrade to a Premium account to use InMail credits.

Creating a Company Page

Step 1: From your homepage move the cursor over "Interests" and select "Companies." Then, select "Create" in the "Create a Company Page" section on the right-hand side.

Step 2: Enter your company's official name and work email address, click "Continue" and enter your company information.

Step 3: Include a description of between 250 and 2000 characters including spaces and a company website URL.

Step 4: Publish the page.

Step 5: Start following and liking other organizations so you can see their updates and show good will with their company.