**Linked In Training**

* **Navigation Overview – What You Need to Know**
  + Home Page
    - *Newsfeed*
      * Your newsfeed is people and companies you follow and 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 worked and where you have worked
        + **Messaging** – you can privately message people on Linked In, 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 updates, etc. from anyone in your network
        + **Me “Profile” Dropdown** – here you can view your profile, asjust your privacy and account settings, and get help on LI
  + Personal Profile
    - *Filling It Out*
      * **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 summary 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 include in your current and past positions portion.
      * **Step 2**: Scroll down to your current and past job experience portion and go to the edit pencil in the top right
        + Add a job, fill in the position and description of what you did there
        + Repeat until you’ve filled in your full career history
      * **Step 3**: Scroll down to volunteer experience and associations you belong to
        + Add these in and what you did there
* **How to Post** 
  + *The Basics*
    - On your homepage at the top you’ll see a space where you can post an update.
    - Here you can also include 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 their company name or the connections name. It should auto populate if the company has a LI page or the connection is on LI. 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 dropdown tab at the lower right that says “Post Settings.” Here you can set it to post publicly to anyone on and off LI, publicly and to your twitter connections (this needs to be connected first) or to just our LI connections.
  + *Integrating Twitter*
    - If you have a Twitter account or are planning on getting one, you can have anything you post on Linked In 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’’’ be instructed how to add your account.
* **How to Hide Connections**
  + Linked In is obviously all about your connections as this is a network you can use professionally in a positive way. You may not want people to see your connections to protect your network but also so your connections aren’t contacted themselves by unwanted solicitors.
  + To hide your connections:
    - Place your cursor over your “Me” Profile Drop-down 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**
  + 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**
  + By turning this setting off, you actually 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 LI
* **How to Hide Part of Your Profile from Non-Connections**
  + 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: As Corey mentioned 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**
  + 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 they show up who your partners are or who you have good will with on the page.