

Working with LinkedIn

Updated Nov 2016

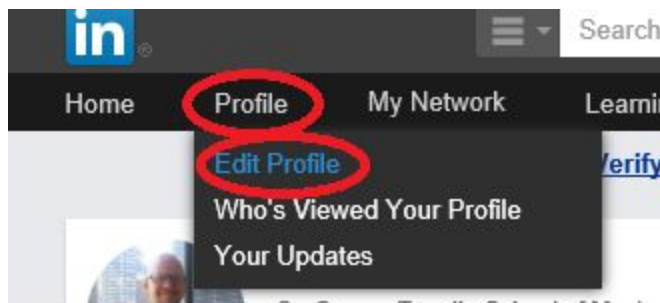
LinkedIn (pronounced Linked In) is a business/professional social network, People use LinkedIn to interact with clients, customers, vendors, and others in the workplace. Some people use it to look for potential employees or business partners. In some ways, your LinkedIn profile can also serve as a sort of resume for potential jobs. Note that LinkedIn will attempt to get you to upgrade your account --for a fee of course! You do not need to do this. If LinkedIn asks for you to submit your email address book, because of privacy issues, I would not recommend that. After our course is complete, if you no longer wish to be on LinkedIn, you may delete your account.

Assignment:

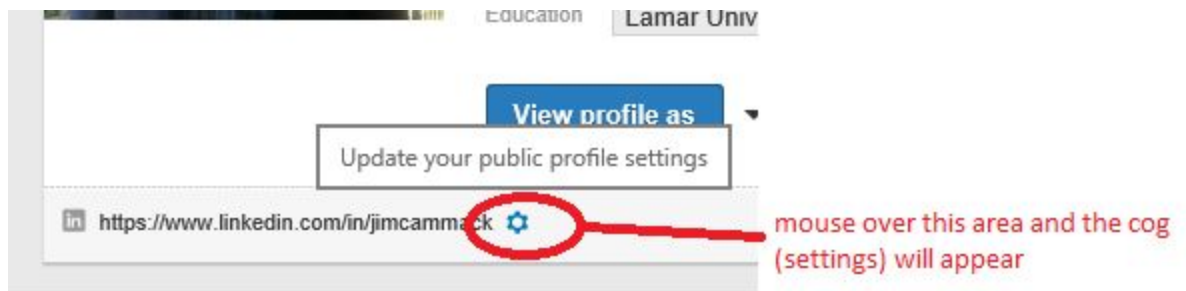
1. Create a professional profile on LinkedIn.com. Your profile should include relevant job history, job skills, etc and an appropriate profile photo. If you have privacy concerns, you do not need to list employment history or other info which you do not feel comfortable listing. This is a professional business network. You don't have to wear a suit and tie in your photo, but the photo and your attire should be reflective what you will be doing in the workplace. For employment, you can list that you are a student or list a job you have. List the current info you feel comfortable sharing. But don't make things up. If you don't have a degree yet, for example, you should not say you have it-- but you can say you are pursuing it.

NOTE: LinkedIn is dynamic and changing and there are multiple ways to interact with it. There is an app available for mobile platforms or you may access it using the website. The manner in which the LinkedIn interface will work may differ from the steps outlined below, depending on your device and app you use. The info below was done on a PC using Internet Explorer. Your interface may look different.

2. Set your your public profile URL. This is the address you would use on business cards, your resume, etc. You will also submit this address later in Blackboard. To change your public profile address, follow these steps:
 - a. click on Profile, then Edit Profile as shown



- b. Next, you will see the current profile address beneath your picture. Move your mouse to the right of the address and the cog will appear to change your settings:



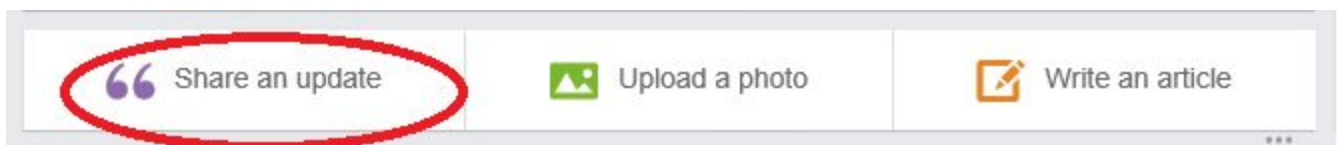
- c. Change the address by clicking on the pencil icon to edit your LinkedIn URL. Your address should be professional. Most people use their actual names on LinkedIn.



- d. Set your LinkedIn address and click Save



3. Make some connections (optional). Use LinkedIn to connect to others. You can connect to me ([linkedin.com/in/jimcammack](https://www.linkedin.com/in/jimcammack)), others you may know, or others suggested to you by LinkedIn.
4. Post a status update. Remember, this is a social network with a specific purpose, so keep your posts and comments professional and on topic. To post, click on **Share an update** and write your comment.



5. After creating your profile, view the profile which would be available to your connections (the people who have followed you on LinkedIn). If you are using a web browser you can do this as follows:
 - a. Click the Profile then click View profile as, and then make sure **This is what your profile looks like to Connections** is selected, as shown below.

6. Use the Snipping Tool and take a picture of your screen (screen capture) with your profile (as it looks to connections) and the URL visible. Save the snip as **yourname-linkedin**.

Submit your project

Submit these items in Blackboard

1. A clickable link to your public profile URL (which you set in step 2, above)
2. the **yourname-linkedin** screen capture document