

LinkedIn Basics

What is LinkedIn?

- LinkedIn is a social network focused on professional networking
- Your LinkedIn profile serves as an online resume
- LinkedIn has a powerful job search tool that can find job openings around the world

Common LinkedIn terms

- **Profile:** Your profile is LinkedIn's version of a resume. It's what people see when they find you on the site.
- **Connection:** A connection is a person you've added to your LinkedIn network, similar to having a friend on Facebook. Connecting with people lets you send them messages, see their profile updates, and ask for recommendations.
- **Recommendation:** A recommendation is a short paragraph about your professional strengths, written by one of your connections.
- **Endorsement:** An endorsement is when your connections vouch for the skills on your LinkedIn profile.
- **Recruiter:** A recruiter is someone who works for a company to find new employees on LinkedIn.

Navigating LinkedIn

- **Home page:** what you see whenever you sign in to LinkedIn. From here, you can see recent posts and updates from your connections, as well as icons that let you quickly navigate LinkedIn.
- **My network:** where you can look for people you know on LinkedIn and add them as connections.
- **Jobs:** where you can use LinkedIn's job search tool to look for openings that have been posted on the site.
- **Messaging:** where you can review all of your LinkedIn messages.
- **Notifications:** where you can see your recent notifications. Whenever you get a new notification, this icon will show a red dot.
- **Me:** where you can quickly change your basic settings, privacy preferences, and more advanced account options.

Job search tool

- To search for jobs, click the Jobs icon, then type what you're looking for in the search box.
- To learn more about a particular job, click the job title.
- If you want to apply to the job, click Apply, and you'll be taken to the company's website to fill out an application. Some openings also have an Easy Apply option, which allows you to apply to a job with just a few clicks by submitting the information in your LinkedIn profile.

