

- What is LinkedIn?
 - A professional networking site
 - Or a “business-related social networking site”
 - ✦ http://en.wikipedia.org/wiki/Linked_in
 - Allows users to maintain a list of contacts they know and trust in business
 - A way to be introduced to others in your field or those who offer services you may need

- How Did LinkedIn Start?
 - Founded December 2002 and launched May 2003
 - Five original founders invited about 350 of their most important contacts to join
 - By the end of 2003, LinkedIn had 81,000 members and 14 employees
 - Started turning a profit in March 2006

- Current Facts about LinkedIn
 - 100 million members in over 200 countries
 - There were nearly two billion people searches on LinkedIn in 2010
 - Executives from all Fortune 500 companies are members
 - Headquarters in California, plus other offices (including Chicago)
 - ✦ From <http://press.linkedin.com/about> and http://en.wikipedia.org/wiki/Linked_in

- What I Like About LinkedIn
 - Sends you email notifications
 - ✦ Don't have to constantly check your account
 - Good way to stay in contact with those you have met at trade shows/meetings/etc.
 - Now similar to Facebook
 - ✦ Home page with info. about connections
 - ✦ Profile page with picture and updates
 - ✦ Applications

- Creating Your LinkedIn Profile
 - To start, you just need
 - ✦ First and Last Name
 - ✦ Email
 - ✦ Password
 - ✦ Go to <http://www.linkedin.com>

- Adding Applications to LinkedIn
 - Go to More... (top of page)
 - Most common Applications
 - ✦ SlideShare Presentations

- Share slides from your professional presentations with your contacts
 - ✖ WordPress
 - Sync your WordPress blog with LinkedIn (see example)
 - ✖ Reading List by Amazon
 - Share what you're reading and what books you've found helpful
 - ✖ Tweets
 - Sync your Twitter updates with LinkedIn
 - ✖ Box.net
 - Share files (Word docs, etc.) with your network
- Jobs on LinkedIn
 - Click Jobs (top of page)
 - Searchable by Keyword or Advanced Search
 - Advanced Search
 - ✖ Company
 - ✖ Location
 - ✖ When Posted
 - ✖ Industry
 - ✖ Experience
- Companies on LinkedIn
 - Components of a Company Profile
 - ✖ Related companies
 - ✖ Key Statistics
 - ✖ Description - provided by Capital IQ
 - ✖ Employees - up to three degrees away from you
 - ✖ New Hires - those who indicated they recently started at this company on LinkedIn
 - ✖ Promotions and Changes - those who indicated they recently changed positions at the company
 - ✖ Popular Profiles - Active LinkedIn users from the company
 - <http://learn.linkedin.com/company-pages/>
- Different LinkedIn Account Types
 - Personal Account - FREE
 - ✖ 5 introductions open at a time
 - ✖ Receive unlimited messages
 - ✖ 3 saved searches with weekly alerts
 - ✖ Can view 100 results per search
 - For other Account types, click Upgrade (top left of page)