

- What is LinkedIn?
  - A professional networking site
  - Or a “business-oriented social networking site”
    - ✦ [http://en.wikipedia.org/wiki/Linked\\_in](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
  
- Current Facts about LinkedIn
  - 65 million members in over 200 countries (updated 5/2010)
  - A new member joins LinkedIn approximately every second
  - Executives from all Fortune 500 companies are members
  - Headquarters in California, plus other offices (including Chicago)
  - Started turning a profit in March 2006
    - ✦ From <http://press.linkedin.com/about> and [http://en.wikipedia.org/wiki/Linked\\_in](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)