How to use LinkedIn as a young worker

What is LinkedIn?

LinkedIn is a social media and networking application. It is a professional platform that allows users to stay in touch with peers and colleagues, make new connections with other professionals, learn about news related to companies or fields of interest, and even find job opportunities.

This tip sheet includes step-by-step instructions for making a LinkedIn account, building your profile, and getting started with using LinkedIn. It also shares ideas for ways that you can use LinkedIn as a student or young worker.

Getting started on LinkedIn

Step 1: Create a LinkedIn account

To create your LinkedIn account, visit www.LinkedIn.com and complete the following steps:

    a) Scroll down and click the button that says: "**New to LinkedIn? Join now**"
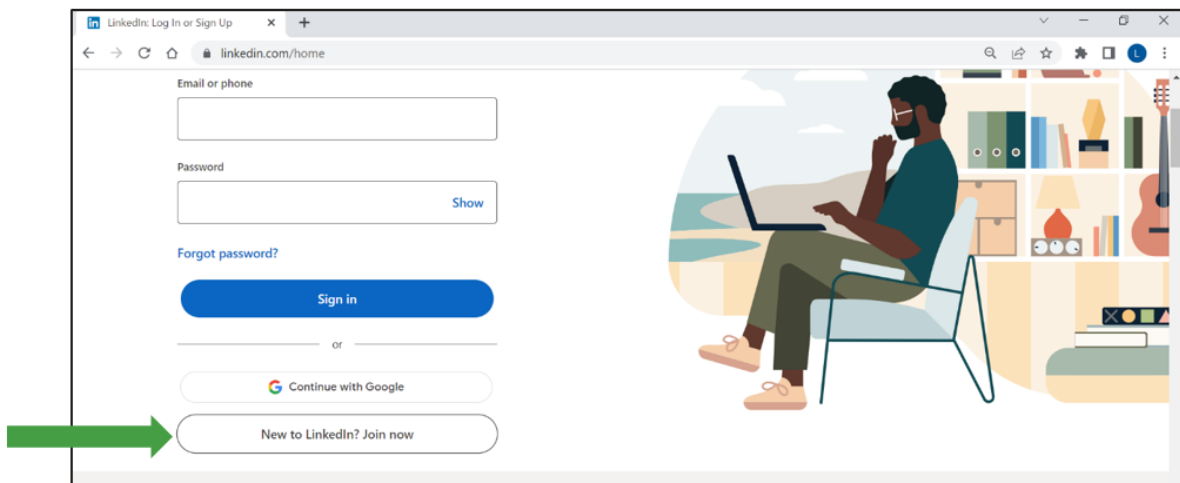
   b) Enter the email address and password you would like to use and follow the setup prompts.

- During account setup, you will be asked to enter your name, your education, and what professional fields you are most interested in.

- You will also be given the chance to search for professionals you would like to add to your network. We recommend that you skip this step and wait until after your account is set up to begin adding connections.

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Step 2: Create your profile

Now you can start creating your LinkedIn profile! Similar to other social media platforms, LinkedIn users create a **profile**. Your profile is where you can include a photo, list your skills, and share information about your professional experiences.
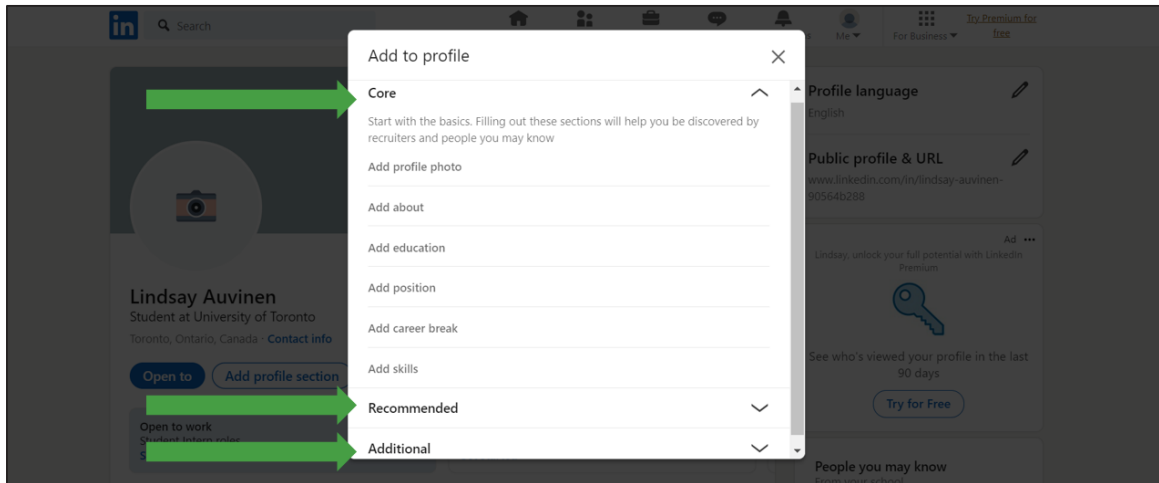
How to build your LinkedIn Profile:

a) Sign-in to your LinkedIn account.

b) Look at the top of the Home Page and click "**Me**".

- Select "**View Profile**" from the dropdown menu that appears.
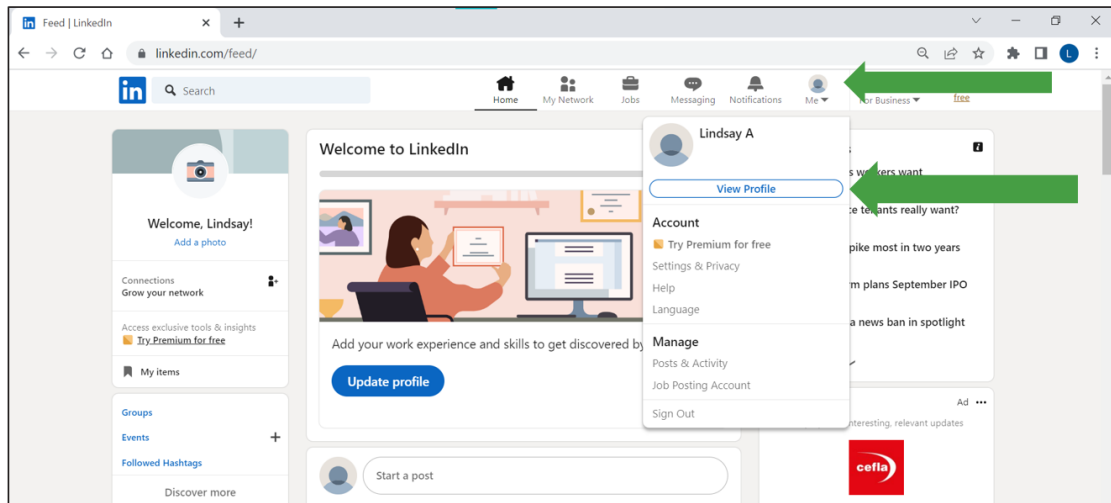
c) You are now viewing your profile. If you scroll up and down, you will see there are different **sections** in your profile. There is a section for your profile photo, education, and skills. You can add to these sections to fill out your LinkedIn profile.

d) Scroll to the top of your profile. Look to the left and click on the button below your name that says "**Add profile section**" (on a mobile device, this button will say "**Add section**").
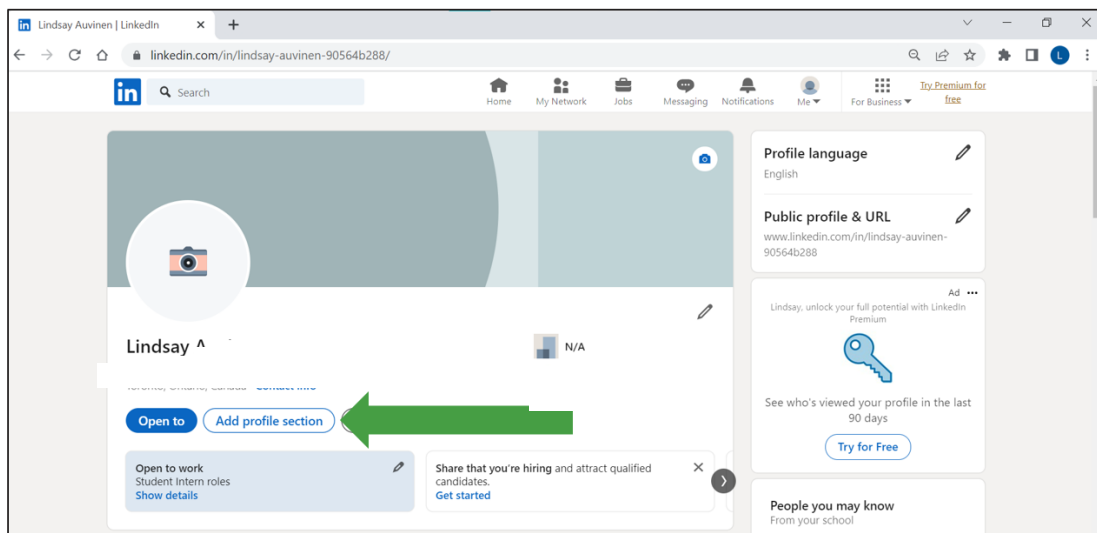
e) A pop-up will appear where you can select the section of your profile that you would like to complete. There are three categories of sections in your profile: "**Core**", "**Recommended**", and "**Additional**". You can click on the category name to explore the sections that are available.

f) When building your LinkedIn profile, we recommend completing the following sections:

Section name	Tips for filling out this section
Add profile photo	**Do use a photo that:** • Only includes you in the photo • Is recent (keep it up to date) • Has a neutral background • Looks professional, personable, and presentable • Includes your head and shoulders **Don't use a photo that:** • Has cropped others out • Includes pets, friends, or family • Is blurry or where you cannot clearly see your face • Is a selfie, from a vacation, or from a leisure event
Add about	This section is a summary of who you are as a professional. Include a few sentences or brief paragraph to describe who you are, your interests, and your professional strengths.
Add education	Enter information into each field based on your education. If you are currently in high school, enter the name of your school in the "**School**" field and enter the month/year you expect to graduate in the "**End date (or expected)**" fields. When you begin to type your school's name you will see a dropdown menu of schools appear. If you do not see your school in the list, you can manually type your school's name instead.

Add position	A "**position**" is a professional role that you have had. Just like when you make a resume, you can add all of your positions to your LinkedIn profile. When someone is starting to gain professional experience, they will often include paid work, internships, and even volunteer roles in this section. The following are some tips for completing this section: • Positions must be added to your profile one at a time. • In the "**Description**" field for each position, write 2-3 bullet points that summarize the skills you used and the main tasks you completed in your role. If you have a resume that includes this type of description, you can copy from your resume to fill in this field. • If you are adding a volunteer position, your "**Title**" will be the name of your volunteer role (e.g. Student Volunteer). For volunteer positions, you will leave the "**Employment type**" field blank. • As you gain experience, you may choose to separate paid work experiences from your volunteer experiences.
Add skills	Select 3-5 skills that you are most proud of to add to your profile. You can enter a skill in the "**Skill**" field, or choose from the suggested skills listed.

## Tips for Making the Most of LinkedIn

Tip 1: Stay active on LinkedIn

• Becoming active on LinkedIn shows other professionals that you are enthusiastic about growing as a young professional.

• Regularly check and respond to messages and review your profile notifications.
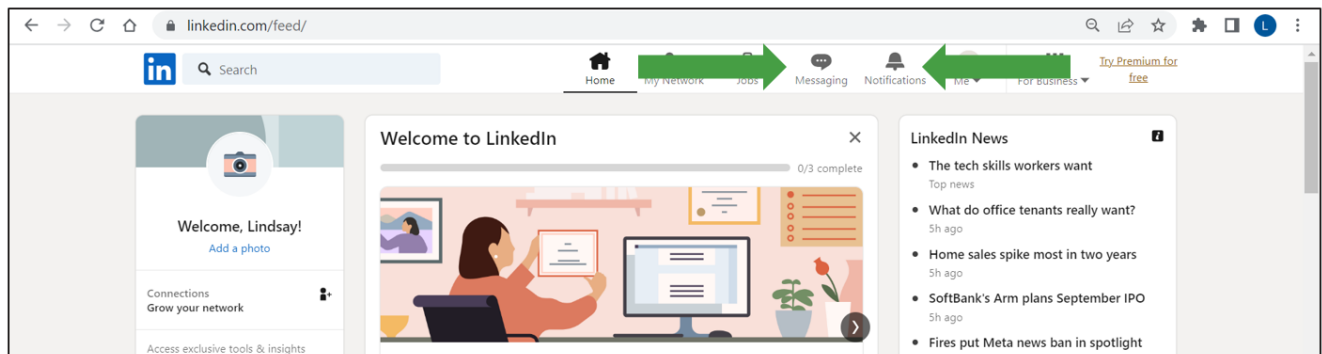
Tip 2: Build your network

• Similar to adding 'Friends' on social media platforms, you can build your network on LinkedIn.

• When you add another user to your network, it's called making a **connection**.

• To invite a new user to join your network:

- Visit the user's profile by clicking on their name

- Under their profile, click on the blue button that says "**Connect**"
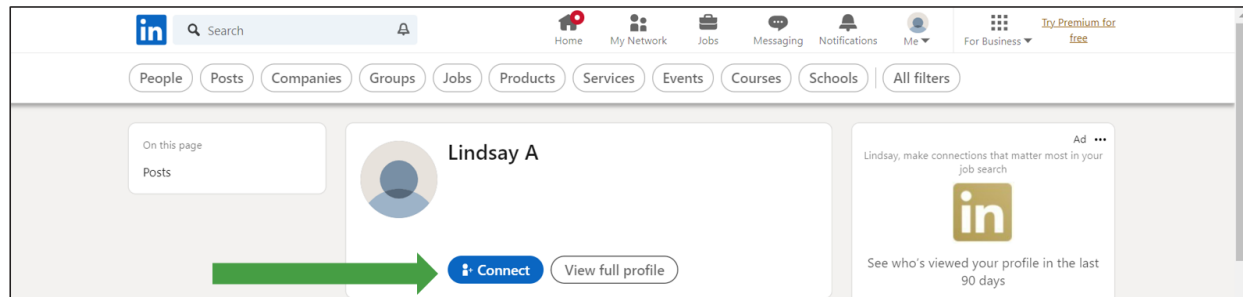
When should you make a new **connection**?

- Start with making connections with professionals who you have already met.

- Examples of people you might invite to join your network include coworkers, supervisors, or professionals you meet at a networking event that you would like to stay in touch with.

## Tip 3: Use LinkedIn to find new opportunities

- Once you have created your profile, you can explore new opportunities on the LinkedIn platform. These opportunities may include volunteer roles, paid jobs, or even internships.

- One of the easiest ways to start searching for opportunities through LinkedIn, is by using the search bar at the top of the page:

a) Click on the search bar and enter a keyword or phrase related to jobs or opportunities you are interested in (e.g. "student volunteer", "customer service"). Hit the **enter** key on your keyboard or click on the blue text that says "**See all results**".
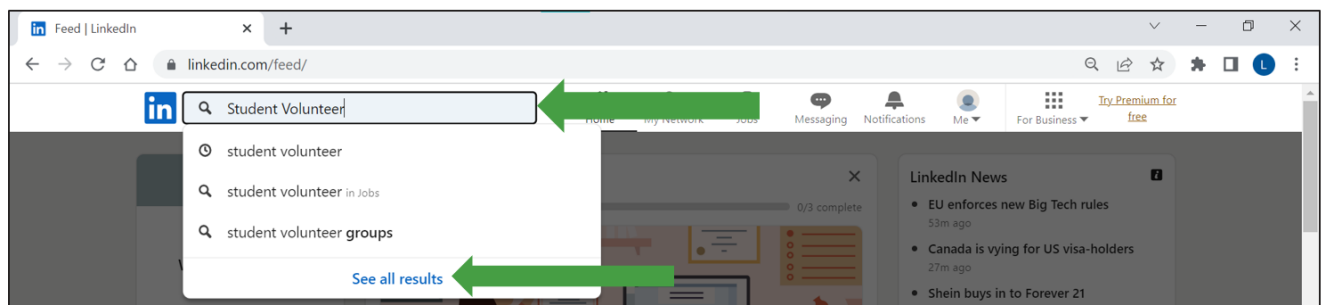

b) You will now be taken to the search results page. Near the top of the page, you will see a row of circled titles including "Posts", "People", "Jobs", "Schools", and "Events". To search for opportunities in paid work, internships, or volunteer roles, click on the word "**Job**s".
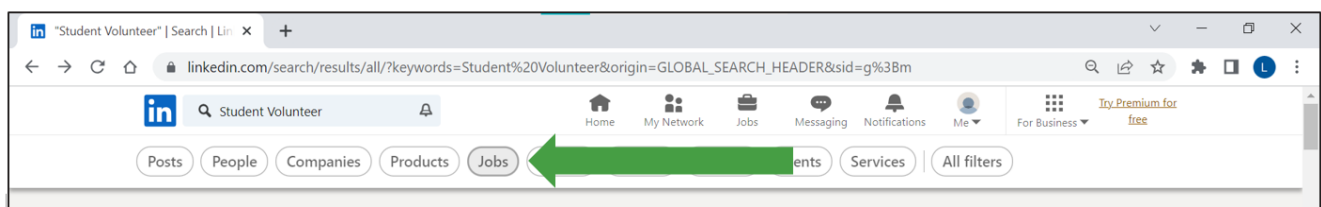
c) After you click on "**Jobs**", you will see a list of professional opportunities related to the keyword or phrase you searched for. Near the top of the page, you will see a row of filter titles (e.g. "**Date posted**", "**Company**").
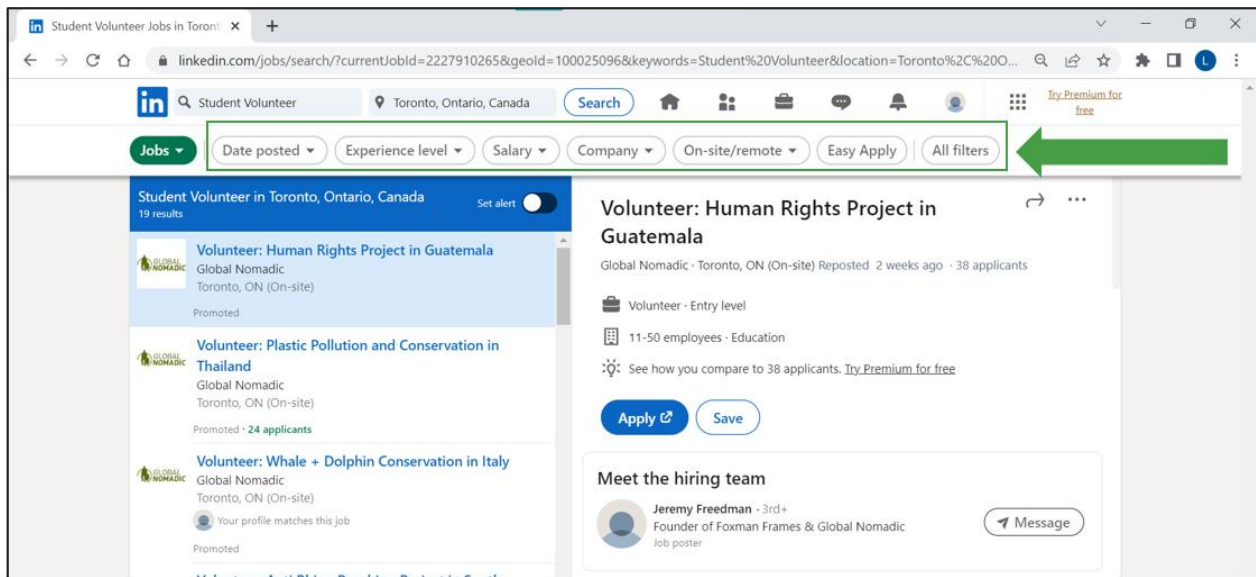

d) You can adjust these filters to match the type of opportunity you are interested in finding. For example, if you select "**Experience level**", you can select "**Entry level**" so that your search only shows you opportunities for entry level positions.
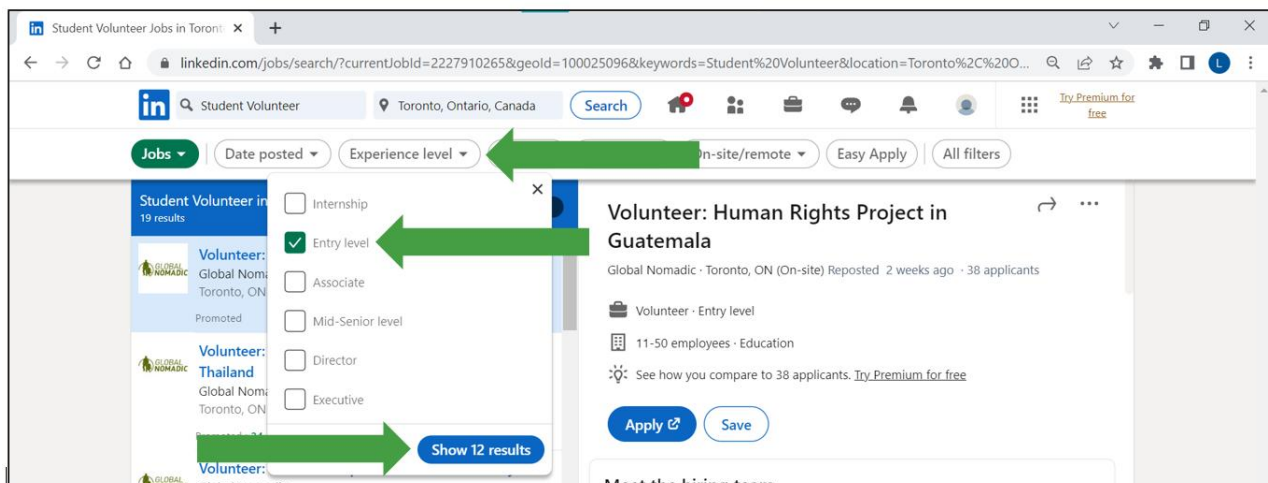
## Tip 4: Use LinkedIn to prepare for interviews

- On LinkedIn, you can review common interview questions for different types of jobs
  - Click on the "**Jobs**" icon that looks like a briefcase at the top of the Home Page.
  - On the left-hand side of the page, click on the option titled "**Interview prep**".
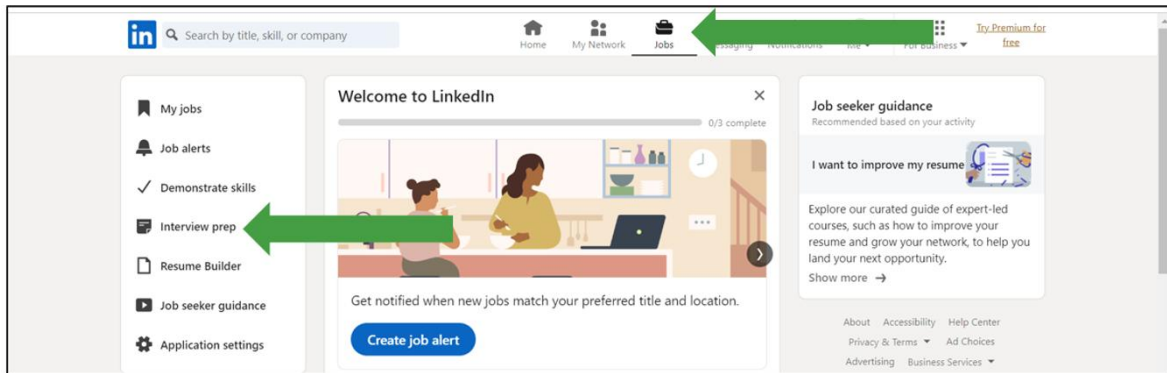
- On the '**Interview prep'** page, you can explore different lists of potential interview questions. You will see a list of "**Common Questions**" on the left-hand side of the page. You can click on each of these questions to see sample answers.
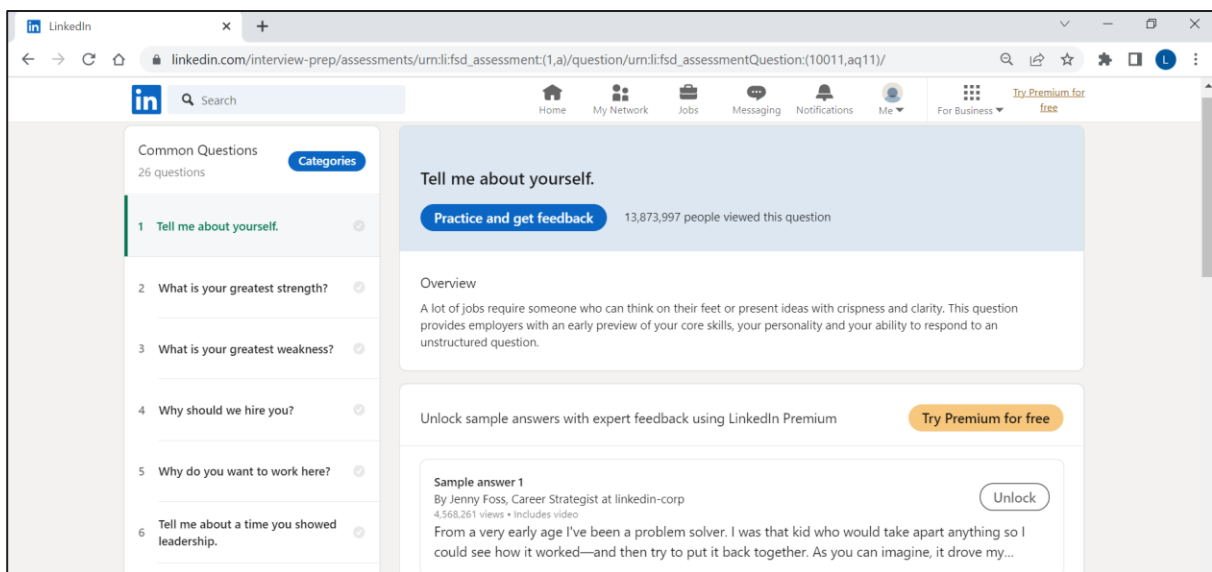
- On the '**Interview prep**' page, you will see a list of potential interview questions on the left. If you select "**Categories**", you can choose between different types of jobs and view interview questions that are commonly asked for each type of position.