



LinkedIn is a social networking site designed for the business community. The goal of this site is to allow members to establish and document networks of people they know and trust professional. Exerts a powerful influence on connected job seekers.

1st level connections can see your email address, phone number, physical address, who you are linked to, Members can control the visibility of posts and recent activities. A Premium account can limit the number and result of profile searches, the type of search involved, and the commercial use limit on the search. The public profile can be seen on Google, Yahoo!, and Bing, can be displayed to other LinkedIn members who are connected to you.

8 Mistakes often made:

1. Not using a photo - profile will be used more if a photo is used
2. Not using the correct photo - no family, nothing personal
3. Skipping your updated status - update network about professional accomplishments
4. Using the Default connection - customize to make recipient take notice
5. Neglecting the Privacy setting - use the privacy settings
6. Skipping the summary - think of a way of selling yourself
7. Eliminating past jobs or volunteer work - list your entire work history, odd jobs
8. Lurking - work for getting noticed, join groups related to your field, can follow companies



Most important:

1. **Account** allows you to manage your account settings, such as email address, changing the password or language, or exporting data.
2. **Privacy** covers all privacy and security settings related to what can be seen about you, information can be used, and how you can make sure your account stays secure with two-step verification.
3. **Communication** houses your preferences for how

LinkedIn and other parties are able to contact you, and how frequently you would like to hear from us.

4. **New Privacy & Settings** experience will be gradually rolled out to all members, and not granting early access requests.

What to know:

1. The higher the “profile strength” the more it appears in search results.
2. Expand your network by people you know by name and then people they may know.
3. You can follow a company and see its updates on your account.
4. Job search and recruitment tools are its most valuable feature.
5. Some companies encourage you to apply through LinkedIn due to its credibility and ease-of-use.
6. Allows customized profiles and share content by adding the WordPress app to link to WordPress blogs.
7. Can upgrade to allow more features, which allows access to more search results.

LinkedIn has earned the reputation for credibility and being trusted. LinkedIn is good to promote your resume' and skills to potential employers. It is endorsed by others. Professionals, employers, and job seekers use LinkedIn for hiring and promoting purposes. Employers can endorse you for better exposure. LinkedIn is good for site's that promote employment