

## Step 1: Set Up a LinkedIn Account

**Create a LinkedIn Account**

Go to [www.linkedin.com](http://www.linkedin.com) and enter your name, email address, and a password in the form that appears.

**Location, Recent Job, and Industry**

Enter in your current city, recent job title, company name, and your industry.

**Reason for Joining**

Select “Finding a Job” as your primary reason for joining LinkedIn and then verify your email address.

**Optional: Import Your Contacts**

Hit “Allow” if you want to import your contacts from your email account, and then select who you want to connect with. Alternatively, hit “Skip” if you want to complete your profile before sending connection requests.

**Job Alerts**

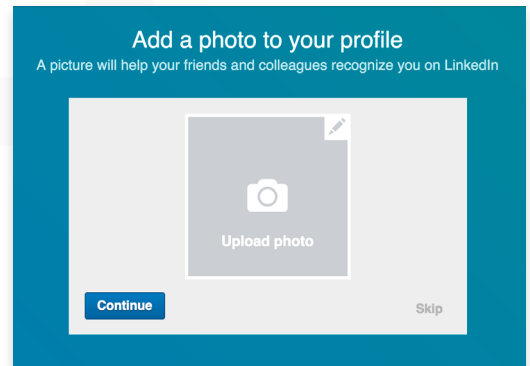
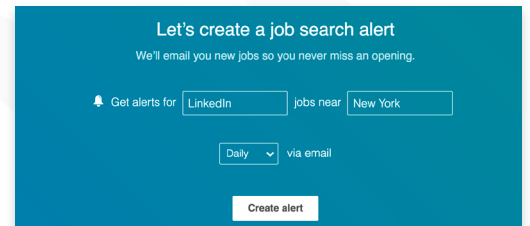
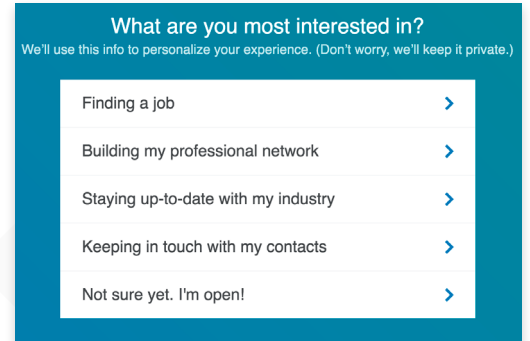
Create [job alerts](#) to receive email notifications for jobs that match your preferences.

**Optional: People You May Know**

Select the people you want to send LinkedIn connection request to.

**Photo**

Did you know that members with a profile photo receive up to **21X** more profile views? If you don’t have a profile-worthy photo handy, move on to the next step and download the LinkedIn Mobile App. In the app, you can easily use your phone and the [photo filters and editing](#) tools to take, upload, and edit a photo.

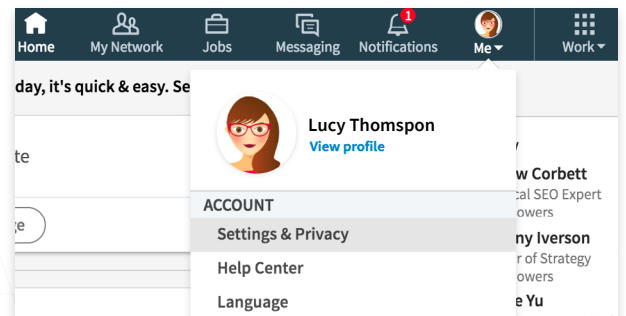


## Step 2: Build a LinkedIn Profile that Attracts Employers

**50%** of hiring managers will decide whether to move forward with a candidate’s application based on the LinkedIn profile. Get your foot into more doors with a detailed LinkedIn profile.

**Privacy Settings**

Control what others see about you and what types of notifications are sent out to your connections. Then, add an additional email address to avoid accidentally losing access to your account.



**URL**

Create an easy to remember, personalized URL to share your profile on your business card, resume, email signature, and/or website.

**Edit public profile URL**

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/YourUrlHere

**Education and Certifications**

Members with education information are messaged up to **17X** more by recruiters and other LinkedIn members. Add the schools and colleges you've attended, and the degrees and certifications you've earned.

**Experience**

Members with more than one position are up to **36x** more likely to be found by recruiters. List your current and past jobs and include details on what you accomplished.

*For example, Sarah (a sales associate) might list "Consistently exceeded monthly sales quotas" and Lee (an architect) might include "Completed 80% of projects under budget and on-time."*

Using the tips above, jot down some ideas in the space provided:

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**Skills**

Members with five or more skills listed are contacted up to **31x** more by employers and other LinkedIn members. List five or more skills you have and that you want to be hired for.

*With the same examples above, Sarah could list "Retail Sales, Fashion Styling, Merchandising, Customer Service, POS, Inventory Control, PhotoShop" and Lee might include "Architectural Plans, AutoCad, LEED, Submittals, Residential Design, Construction Management,"*

Using the tips above, jot down some ideas in the space provided:

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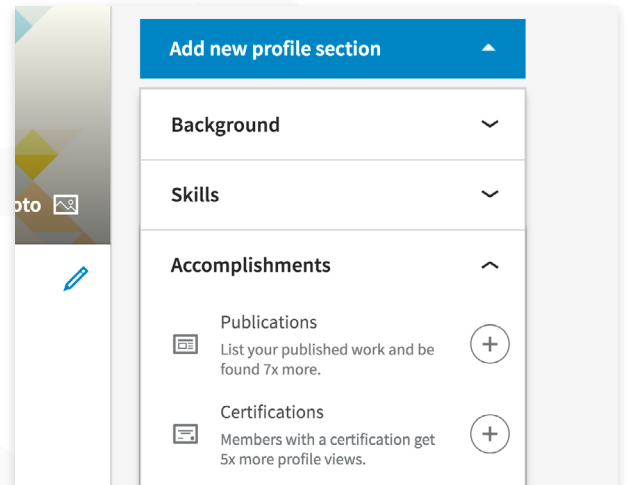
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**Experience**



**Medical Technician**

Kaiser Permanente  
Mar 2017 – Present 5 mos  
Greater Minneapolis-St. Paul Area

Assisting doctors and nurses with blood draws, test results, and patient needs

**Featured Skills & Endorsements**

**Professional Driving**

You don't have any endorsements for this skill yet

**Customer Satisfaction**

You don't have any endorsements for this skill yet

**Customer Experience**

You don't have any endorsements for this skill yet

**Summary**

In a few sentences, briefly tell your professional story here: what problems do you like to solve and how have you solved them in the past? Start by stating your preferred job title or profession, key accomplishments, and what motivates you about your chosen profession.

*If you are out of work, confidently state your past accomplishments and what you want to do next. For example, "I am a creative, client-focused public relations professional with deep experience in the telecommunications industry. Since ABC Public Relations closed its telecommunications practice in April 2017, I am currently seeking a new opportunity to join a large agency and help technology companies increase their brand equity."*

**Tip:** If you're feeling stuck, LinkedIn will generate a job summary for you. We recommend using the LinkedIn generated job summary as a starting point for you to edit and enhance.

Summary

I'm a medical technician with over three years of experience in the field, and I graduated from Emily Griffith Technical College with an honors AAS in Medical Technology. I'm excited to continue working in the field and broaden my experience in all areas of medical technology. I'm excited to continue working in the field and broaden my experience in all areas of medical technology, but am especially interested in the dental and cardiovascular space. In the meantime, I'm also working as a driver for Lyft, which allows me to hone my customer services and communication skills.

Using the tips above, jot down some ideas in the space provided:

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**Optional: Headline**

Stand out with a headline that showcases your top skills and the job title you want.

*For example, Lee might say "Residential architect designing dream homes."*

Headline \*

Tireless, caring medical technician who helps pediatric cancer patients and their doctors feel at ease

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**Extra Credit: Volunteer Experience, Languages and other Accomplishments**

Let employers know if you have been volunteering, speak multiple languages, and have other accomplishments that would be relevant for the jobs you're looking for.

**Congratulations!** You are now ready to be found by employers and peers on LinkedIn. The next step is to expand your job search support system by building your LinkedIn network.

Accomplishments

1 **Language** ▼  
Spanish

1 **Patent** ▼  
Holophonor

## Step 3: Build Your LinkedIn Network to Connect to Job Opportunities

**70%** of people were hired at a company where they had a connection. The best way to find a new job is through your network - the people you already know.

- Find people you know by searching by name, school, former employers, industries, locations and more with [LinkedIn's search filters](#).
- Ask your network for introductions to companies you're interested in working for. If you need a conversation starter, mention a career milestone you see on their profile or your common connections.
- Next time you meet someone new, invite them to connect with you on LinkedIn instead of exchanging business cards. That way, you stay connected!
- Give and ask for [recommendations](#) and [endorsements](#) from your LinkedIn network.

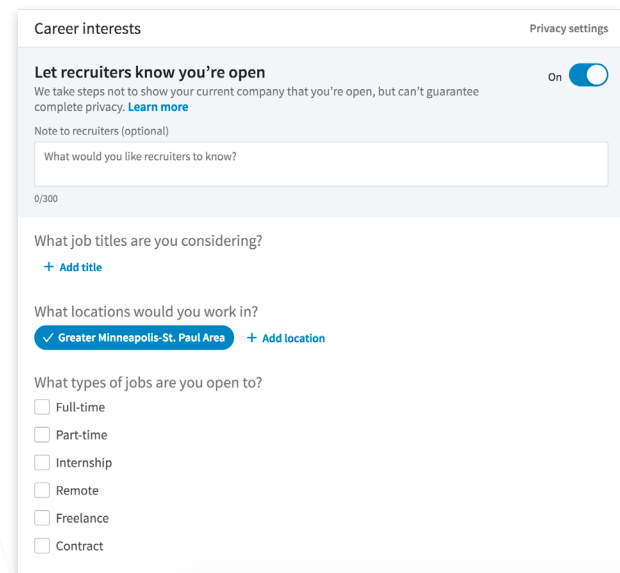


**Nice work** expanding your LinkedIn network. With help from your network, you're now ready to present your best professional self to your next employer.

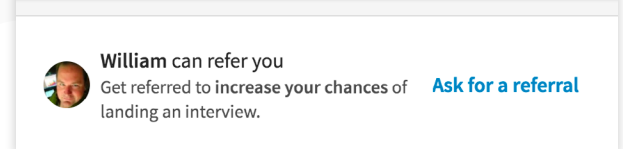
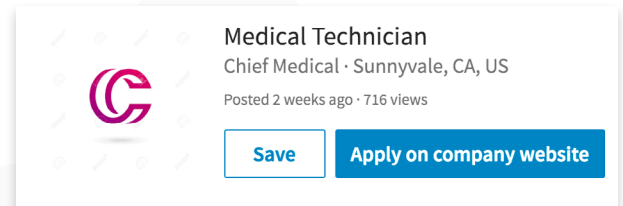
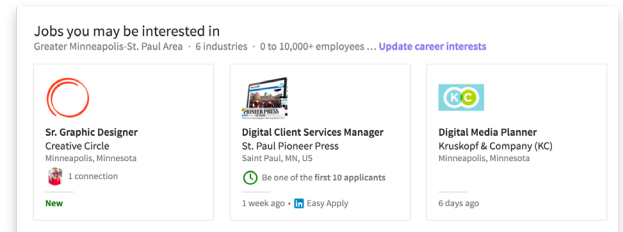
## Step 4: Search and Apply for Jobs on LinkedIn

Find where you want to work. And who works there before you apply for a job.

- Optional:** Download the [LinkedIn Job Search App](#) from [Google Play](#) or the Apple [App Store](#). Note that you can search for jobs on the LinkedIn website, but the Job Search App has additional tools to help you stay on top of your job search.
- Let employers know you are actively searching and available for a new job by turning on the Open Candidates setting, found in the "[Career interests](#)" dashboard. While you're there, update your career interests to get more relevant job recommendations.
- [Follow companies](#) you're interested in working for in order to stay informed of the latest company news and job openings. **Tip:** Employers are more likely to reach out to those who followed their company or interacted with company posts on LinkedIn.
- Search for job openings by keyword, job title, company, location, function, industry, experience level, and date posted using [LinkedIn's search filters](#).



- Press “Create search alert” to save search criteria and receive email alerts when new jobs matching your criteria are posted. **Tip:** Cast a wider net by adding “Other” under “Job Function,” especially for jobs that require multiple skills.
- Review your daily [Jobs You May Be Interested In](#), which are based on your job preferences, profile, companies you follow, network, interests, and other activities on LinkedIn.
- Save jobs that are of interest so that you can go back and easily apply. **Tip:** If you have connections at the company, they will be listed right above the “Save” button. Reach out to your connections and ask for an introduction to the hiring manager or recruiter.
- On each job posting, you’ll see either the “Easy Apply” or “Apply on company website” button to apply for the job. For jobs with the “Apply on Company Website” button, make sure you allow LinkedIn to share your profile with the company and include your LinkedIn URL on your resume. **Tip:** Get to know your interviewer before the interview. [Sync your calendar](#) with LinkedIn to receive automatic alerts through the LinkedIn Mobile App prior to interviews and view your job interviewer’s LinkedIn profile. [See how here.](#)



**Congratulations!** You have successfully applied for a job with your LinkedIn profile. Keep checking back for more opportunities to connect to jobs.

## Extra Credit: Additional LinkedIn Resources to Help You Land Your Next Job



Get answers on how to use LinkedIn at the [LinkedIn Help Center](#).



View the latest job search and LinkedIn product tips by subscribing to the [LinkedIn Blog](#).



Sign up for [LinkedIn ProFinder](#) to find and apply for freelance opportunities.



Learn new professional skills on [LinkedIn Learning](#).



Get estimated salary information for jobs you’re interested in, additional company insights, and InMail credits with [LinkedIn Premium Career](#).