

LINKEDIN WORKSHOP

LEVERAGE FOR CAREER TRANSITION

CCI CAREER TRANSITION TECHNOLOGY SERIES

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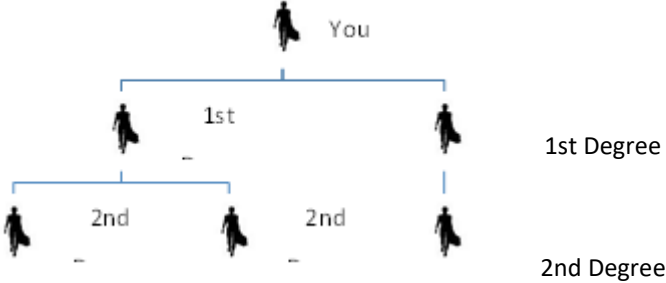
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LINKEDIN

Creating a powerful online “brand” is critical for your job search. How do you want to present yourself to the marketplace? Using LinkedIn, you can create a profile that summarizes your professional accomplishments and provides creative opportunities to tell recruiters, corporate HR professionals, and prospective hiring managers about the value you’ll bring to their company. Even more than a resume, your LinkedIn profile can help you stand out from the crowd.

Build your network with LinkedIn! Who do you know? By inviting trusted contacts to connect to you on LinkedIn, you will instantly and exponentially expand your job search network. Your network will consist of your connections, the people they know, AND the people they know, linking you to thousands of professionals in target companies, in your industry, or your functional area of expertise who can help you land your next position.

LinkedIn is a free business networking site with over 875 million members, reaching over 200 countries and US territories. The site allows members to maintain a list of contact details with people with whom they have some level of relationship, called a ‘Connection.’



Through LinkedIn, you can contact people you know (1st degree Connections), their contacts (2nd degree Connections), and their contacts (3rd degree Connections).

LinkedIn provides you with the ability to leverage social media to enhance traditional networking skills. It provides you with a tool to identify people, companies, and open positions so you can focus your conversations and other communications with your search network. An important key to networking success is to tactically and strategically use LinkedIn to make your traditional networking technique more effective and more expedient.

LinkedIn is a free service with the option to upgrade by paying a monthly fee. LinkedIn does offer a free 30-day “Premium” upgrade trial to new users. Most people in job search do not find the need to upgrade but, if you become an avid LinkedIn user, you may want to explore the fee-based options.

OVERVIEW OF YOUR LINKEDIN PROFILE

When you join LinkedIn, you set up a Profile. Your profile is a mini resume of your skills, knowledge, abilities, and job history. Recruiters and other hiring authorities search this profile when they are seeking to fill job openings. Once your profile is established, you are ready to start networking.

A good LinkedIn profile gives the viewer a strong idea of your “personal brand.” It uses creative and descriptive terms to let a recruiter or potential hiring manager know the value you will bring to their organization, and it contains enough data to allow you to be found in a People Search. Your profile is as unique as you are and includes:

- ✓ Strong professional headline.
- ✓ Clear, high-quality professional photo or headshot.
- ✓ Detailed summary statement (About) containing industry buzzwords & functional keywords.
- ✓ Applicable and detailed list of specialties.
- ✓ Work history listed position by position, including current position and no more than 3 or so former positions.
- ✓ At least 3 professional recommendations that are current (within the past two years).
- ✓ Key in-service training/certifications along with college degrees.

Additional information may include:

- ✓ Websites, blogs, virtual CVs.
- ✓ Twitter account if you have one and utilize it.
- ✓ Additional interests that support your branding and are attractive to potential employers/clients.
- ✓ Groups and associations (industry associations, affinity groups, board involvement, etc.).
- ✓ Honors/awards (this is the time and place to “brag”).
- ✓ Skills (allows you to communicate your level of expertise in various skill areas - e.g., project management, expert, 15 years).
- ✓ Using technology.

In summary, your LinkedIn profile should....

- ✓ Describe your “best work” and the things of which you are most proud.
- ✓ Highlight your qualifications for your future goals vs. your past achievements.
- ✓ Not be an exact copy of your resume.
- ✓ Declare your discipline.
- ✓ Highlight key competencies focusing on what you have accomplished.
- ✓ Give a flavor for who you are and your professional style.
- ✓ Differentiate you and your experiences (how are you different).
- ✓ Engage the reader (1st person can be used).
- ✓ Be in harmony/consistent with your resume and 30-second commercial.
- ✓ Be easy to read.
- ✓ Include high-level wins.
- ✓ Leave the reader saying, “we need to talk.”
- ✓ Include industry buzzwords.

CREATING OR EDITING YOUR PROFILE

Create Your LinkedIn Profile

If you do not have a LinkedIn profile, use the following steps to join LinkedIn and create your profile:

- Navigate to the [LinkedIn sign-up page](#).
- Type your first and last name, email address, and password you'll use. You must [use your true name](#) when creating a profile. Company names and pseudonyms are not allowed.
- Do not use an email address that is associated with an office, position, or task, such as "marketing@company.com" or "sales@business.org."
- Click **Join now**.
- Complete any additional steps as prompted.

Remember to keep your login information in a safe place so you do not forget it.

Merge Your LinkedIn Profiles

You should only have one LinkedIn profile. If you discover you have more than one LinkedIn account, you should merge your profiles.

Follow these steps:

- Click on the *Me* icon at the top of your LinkedIn page.
- Click on *Settings & Privacy*.
- Click on *Account Preferences* and scroll down to *Account Management* to *Merge Accounts*. Click on the arrow to the right and enter the email address(es) and password(s) of the duplicate accounts and click the Submit button. Your connections from the other accounts will be transferred to your account and they will be closed.
- Click on the following link for more detailed information, including if you can't sign into the other account(s).
<https://www.linkedin.com/help/linkedin/answer/a1337200/merge-or-close-duplicate-accounts?lang=en#:~:text=In%20the%20account%20you%20want,Change%20next%20to%20Merge%20accounts>.

Disable Notifications

It is recommended that you do not connect with other LinkedIn users until you have created your profile. However, maintaining your LinkedIn profile is a continuous process, and you may choose to make edits. If you do, you will want to make sure that your network is NOT notified every time you make a change. To disable the notification setting:

- Click the *Me* icon at the top of your LinkedIn homepage.
- Click *Visibility*.
- Under *Visibility of your LinkedIn activity*, change the setting to the right of *Share profile updates with your network* to *Off* to disable notifying your network when you change your profile.

Customize Your URL

Every member of LinkedIn has a URL, a direct path to their profile page. Including this URL in your marketing materials (resume heading, business card, etc.) allows potential employers to learn more about you using a technology with which they are likely very familiar.

The LinkedIn system generates your URL using some mathematical formula and it usually includes random numbers and slashes, not a very attractive way to advertise yourself in the marketplace. You can change it to something a bit more user-friendly before you include it in your marketing materials.

Before: <http://linkedin.com/pub/marsha-williams/32/976/9w5>

After: <http://linkedin.com/pub/marshawilliams>

To change your URL to something a bit more user-friendly before including it in your marketing materials, follow these steps:



- Click the *Me* icon at the top of your LinkedIn homepage.
- Click *View Profile*.
- Click the *Edit public profile & URL* on the right.
- On the Public Profile Settings page, click *Edit your custom URL* on the right side. Click the Edit icon next to your public profile URL. (It will be an address that looks like www.linkedin.com/in/yourname plus numbers/dashes/letters).
- Type the last part of your new custom URL in the text box.
- Click *Save*.

Note that your custom URL must contain between 5 – 30 letters or numbers. Do not use spaces, symbols, or special characters. If the URL you want is taken, you may need to be a bit creative.

You can change your URL up to five times within six months. Either way, you don't want to do this as it may make it hard for people to find you.

Advertise your URL

At a minimum, those in career transition should advertise their URL on all their marketing materials. Include it in your resume and cover letter headings, on business cards, or any other place of which you can think.

Headshot

Your LinkedIn Profile should start with a professional headshot of you. Often this is the first impression you make on employers, hiring managers, or recruiters who use LinkedIn as a point of research for potential future employees.

Many LinkedIn users leave the photo section blank. Do not. A photo increases the probability by 70% of getting your profile viewed.

To add or change a photo:

- Click the *Me* icon at the top of your LinkedIn homepage.
- Click *View profile*.
- Click on your profile photo near the top of the page.
 - You can also click the Edit icon to the right of your profile image and click the Edit icon again to access the photo editing page.
- From here, you can:
 - Edit your profile photo with [photo filters](#).
 - Change the position and size by dragging the photo.
 - Choose what your preview photo will look like.
 - Change your profile photo by clicking *Add photo*, selecting an image from your library, and then clicking *Apply*. Learn more about [photo specifications](#).
 - Edit the [visibility of your photo](#).

Banner

You have an opportunity to consistently brand yourself with your LinkedIn Profile. At the very top of your profile, behind your photo is a banner. You can make this part of your brand with more than just a solid blue background. You can find background photos at: www.linkedinbackground.com



Click on the photo and save it to your computer.

To add a banner to your linked profile:

- Click the *Me* icon at the top of your LinkedIn homepage.
- Click *View profile*.
- Click on the *pen icon* to the right of your profile picture.
- You should now be in the *Edit Intro* box.
- Click on the *pen icon* located at the top right corner of the default header image.
- Upload your image and click *Save*.

Canva

Canva is a free online design platform used by amateur and professional designers for its simple interface and a vast selection of templates. In just a few clicks, you can create a high-quality LinkedIn banner that will make your profile look more polished and professional.

To use Canva:

- Go to canva.com and create an account. You will need to provide your name and email address.
- Click on the LinkedIn Background Photo widget.
- Click on the *LinkedIn banner* on the left under Templates. You can select one of the free templates (if Pro does not appear in the lower right, it is a free template), or create your own in the editing window. Changes are automatically saved.
- When you are finished with your design, click on the *Share* button in the upper right and select LinkedIn Profile.
- Connect your LinkedIn account.

<https://www.linkedin.com/pulse/how-use-canva-create-stand-out-linkedin-profile-banner-m-ed-ma/>

Headline

Headline = Job title (optional) + your value + target market + keywords

- Professional name
- Brand your Professional Headline – make your profile searchable with keywords.
 - Job title
 - Keywords describing your best skills (searchable keywords).
 - Value proposition
- Align the headline with your industry.
- Optimize your location.

Over 90% of recruiters use LinkedIn to find or vet job candidates. A recruiter is likely to begin a search with specific job titles. Candidates with matching job titles in their headline and experience title headings will appear higher in the results.

The headline is the most searched section on LinkedIn's platform. If you look under your name, LinkedIn by default lists your current job title and company, and that is your headline. You can and should change this.

The headline has a limit of 220 characters, so you need to utilize this space as effectively as possible. First, think about how you want to be known on LinkedIn. This headline is a summation of your personal branding. Next, you create the words or phrases that emphasize the jobs you target. Here are samples of what you should try to make for yourself.

Examples:

Elizabeth Dell

Senior Field Marketing Manager | Marketing Strategist | Agile Solutions that Generate Revenue | Lead & Grow Market Share | Digital Marketing | Customer Relationships | Business Development | SaaS

Daniel Bishop, PMP

Mortgage Servicing and Operations Executive | Client Relations | Quality Assurance | Risk Management | Fraud Detection | Loss Mitigation | Process Improvement

Michael Coleman, MBA

Financial Services & Operations Executive | Leadership | Insurance Operations | Billing | Customer Relationship Management | Project Management | Call Center Operations

As you review these examples, you understand what each person does. The headline distinguishes them clearly. So, whether you are an executive with a great deal of experience or just launching your career, use the appropriate job titles that identify the role you want.

As you develop your headline, use a few keywords. Notice the one thing used to break apart the titles, specialties, or taglines. That is the vertical line symbol: |. That symbol tells the search engines to keep those words together. So, when you select your keywords for your headline, separate them using the vertical line symbol. (Ryan, 2022)

#Open to Work Function

If you're looking for a job, you can let job posters or recruiters on LinkedIn know you're open to new opportunities. Specify the types of job opportunities that you're interested in and your preferred location. LinkedIn will help your profile show up in search results when recruiters look for suitable job candidates.

Important: To protect your privacy, LinkedIn takes steps to prevent LinkedIn Recruiter users who work at [your company](#) and related companies from [seeing your shared career interests](#), but they can't guarantee complete privacy.

Enable the #Open to Work feature from your LinkedIn profile:

- Click the *Me* icon at the top of your LinkedIn homepage.
- Click *View profile*.



- Click the *Open to* button under your profile photo.
- Click *Finding a new job*.
- Provide the requested information in the pop-up window that appears. You can choose whether all LinkedIn members or only recruiters can see that you're open to job opportunities. If you choose to share with all LinkedIn members, an #OpenToWork photo frame is added to your profile photo.
- Click *Add to Profile*.

You can also click *Get Started* from the *Show recruiters you're open to work* box near the top of your LI Profile access feature.

Edit or remove the #Open to Work feature:

- Click the *Me* icon at the top of your LinkedIn homepage.
- Click *View profile*.
- Click the Edit icon from the *Open to* button under your profile photo.
- Follow the prompts to edit the information you previously provided.

- Click *Save*.
- Click *Delete from profile* to disable the feature. You can re-enable it at any time, but your previous preferences won't be saved.

Sharing your career interests with recruiters from the Settings & Privacy page:

- Click the *Me* icon at the top of your LinkedIn homepage.
- Select *Settings & Privacy* from the dropdown.
- Click the *Data privacy* section on the left.
- Under the *Job seeking preferences* section, go to *Signal your interest to recruiters at companies you've created job alerts for* – click on the arrow to the right and switch the toggle to *Yes* to turn on this feature.

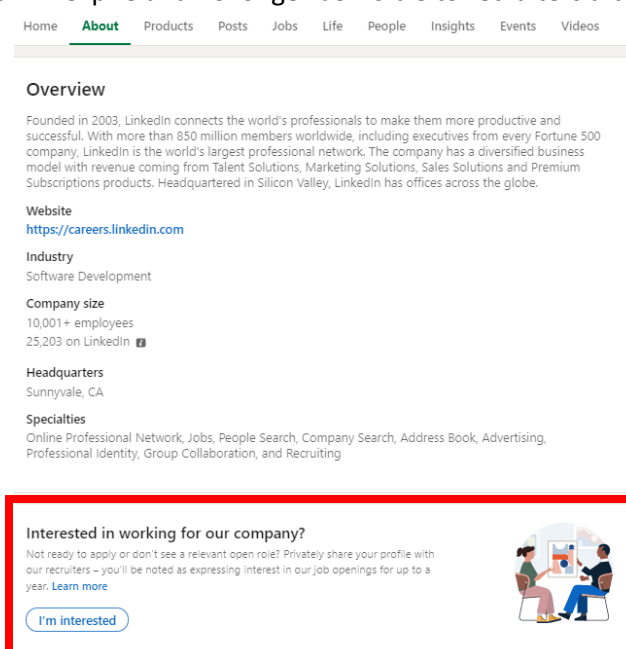
Switch the toggle to *No* to stop sharing your career interests with recruiters. Your changes will be saved automatically.

Signal Interest in Working for a Company

You can privately express interest in working for a company without having to apply for a specific role, and even if there are no open roles at the company by using the *I'm Interested* button. You can find this feature on the company's About page under the Overview section. Once you signal that you're interested, recruiters at the company will be able to view your profile when searching for interested candidates.

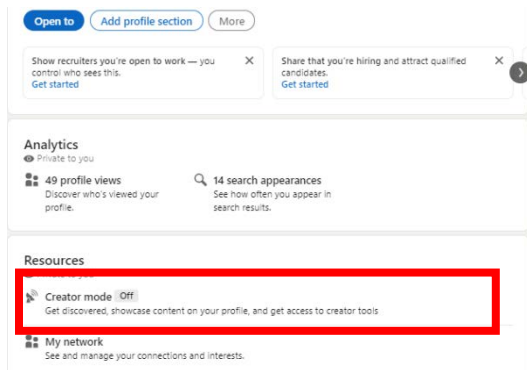
Hirers can share your profile with others on their company's hiring team, but this information isn't shared publicly on LinkedIn's newsfeed or to your connections, or other companies. To protect your privacy, only hirers within the company you've signaled interest will see that you've signaled interest – hirers from other companies won't be able to view it.

Interest you've expressed will expire and no longer be visible to recruiters after a year.



Creator Mode

Creator mode is a profile setting that can help you grow your reach and influence on LinkedIn. You can turn on creator mode to get access to additional tools and features that help you create content and grow your audience base on LinkedIn.



To use Creator mode:

- Click the *Me* icon at the top of your LinkedIn homepage.
- Click *View Profile*.
- Scroll down to Resources and click on *Creator mode*.
- Click *Next* on the Creator mode preview pop-up window.
- Click in the *Add topics* (hashtags) box to add the topics you post about the most, e.g., *Talks about*. Suggestions will appear in a drop-down menu as you type. You can add up to 5 topics.
- *Creator tools*: Members who meet a set of criteria have access to content creation tools. These tools give you more ways to create content and drive engagement with your audience.
- Click *Turn on* when finished.
- When someone sends you a connection request after you turn on creator mode, they will also follow you while they await your response. Even if you decline their invitation, they will still follow your posts until they manually unfollow you.
- You can display the topics you post about in your profile introduction as hashtags. This will make it easier for other LinkedIn members to discover your content and follow you.
- LinkedIn will highlight your original content on your profile by moving your Featured and Activity sections to be first on your profile. In addition, the Activity section on your profile will no longer include your likes, comments, and other activities (they will still be available when you click on **See all activity**).
- Use the following link for more information on Creator tools [manage creator mode and edit your topics](#).

About (Summary Statement)

Your Brand – First Two Lines

There are 3 lines visible in your summary. These are the 3 lines that help your reader determine whether they will click “see more” to learn more about you. This is the perfect place to mention an accomplishment in your field, perhaps an award or a certification, etc.

That is about 40 words or 110 characters. Make the reader want more! Here are some ideas:

- Let people know how they can reach you right off the bat! Don’t make them search for your contact information!
 - Name
 - email@email.com
 - Phone
 - Skype
 - Other Social Profiles
- Use first person.
- Be creative.
- Use keywords found in positions you want.
- List accomplishments.

You have a total of 2,600 characters. What do you need to convey?

- What is your purpose? Who do you help? [describe your target audience here] *My goal is to help [company size] in [geographic target] with a focus on [list industries] achieve better results through our network and services.*
- What do you solve? What do you do? Tell your profile visitors exactly how you can help them. *I help [Your Target Audience] achieve [What Are You Solving for Them] by providing [Describe your Services].*
- What makes you stand out? With 875+ million profiles on LinkedIn, why should your audience care about yours? Why are you a preferred choice, as opposed to your competitors? *I have XX Years of Experience / I have won XX Awards and have XX Certifications/Patents. Our 1:1 service is what makes the difference.*
- Why are you effective? These are your skills plus your personal key traits. Let who you are shine in your summary.
- Keep each paragraph in this section to no more than three lines. This makes for an easier and more inviting read.

Summary Draft
(2,600 characters)

Experience

- Keep it relevant and focused on the job you want, not the jobs you had.
- Review several position descriptions that you want and include the keywords in your experience.
- Use keywords – the more often they are used, the higher your profile becomes on a search.
- Do not copy and paste your resume.
- Add media files if relevant to the job you want.
- Create a great visual portfolio.
- Include work-related blogs, and articles.
- Samples
- If you find your job title is only recognizable within your employer, add additional job titles so it's relatable to your audience. Samples: People Manager, Human Resources Manager, HR Manager.

LinkedIn and Veterans

There are several benefits to veterans in career transition to identify their veteran status within LinkedIn.

Primarily, many recruiters proactively look for veterans when they are conducting searches. Secondly, veterans can get one free year of an upgrade to a Premium Career Level subscription at no cost.

To identify yourself as a veteran within LinkedIn, you must add your military experience in a very specific way to your LinkedIn profile:

- Click the *Me* icon at the top of your LinkedIn homepage.
- Select *View Profile*.
- Scroll down to the Experience section and click the '+' icon.
- In the Company field, start typing the branch of the service you were in and then select the appropriate choice from the list (for example, type ([US Army](#), [US Navy](#), [United States Marine Corps](#), [United States Air Force](#), [U.S. Coast Guard](#))). Each branch of the service has determined how to name its LinkedIn page, hence the discrepancies in formatting. When typing your employer in the Experience section, you must ensure that you've selected the actual company page for that branch of the service. If you type something like 3rd Ranger Battalion or add periods where they do not belong, you will not get the correct page and you will not be identified to the system as a veteran. The logo for the service branch will appear on your edited profile. There are associated pages for the National Guard and Reserves as well.
- Add your title, location, and the period that you served.
- Use the Description field to add more information about your role, responsibilities, and skills used during your service.
- If you wish, you can upload or link to any documents or photos, etc. that may be relevant.
- Click 'Save.'

For veterans to obtain their free upgrade to the Premium Level subscription, access this link:

<https://www.linkedin.com/help/linkedin/answer/14803/linkedin-for-veterans-free-premium-career-subscription-and-eligibility?lang=en>

Premium subscription level 'Premium Career' includes direct messaging to recruiters, knowledge of who has viewed your profile in the past 90 days, identification to recruiters as a featured applicant, insight as to how you compare to other applicants for positions, and access to salary details when browsing for jobs.

Education

- Click the *Me* icon in the navigation bar at the top of the page with your profile picture.
- Select *View Profile*.
- Scroll to the *Education* section of your profile.
- Click the *Edit* icon in the section you'd like to update.
- To add a new school, click *Add*.
- Type the name of your school, then select the school name from the list that appears.
- Fill in the text fields, and then click *Save*.
- To delete an education entry, click *Delete* at the bottom of the page.
- If your graduation date is beyond five years, do not include dates (not a required field).

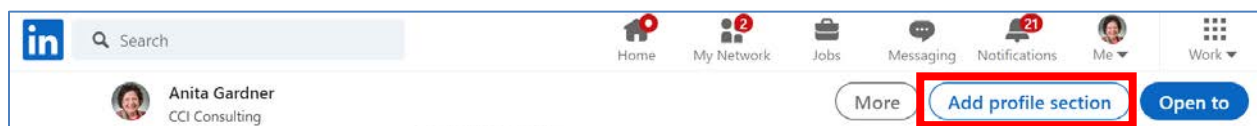
Skills and Endorsements

- Showcase your abilities to other members, such as managers and recruiters.
- Increases the likelihood you will be discovered for opportunities related to skills.
- Add a maximum of 50 skills.
- Endorsements by your LinkedIn connections reinforce their weighting.
- Effective way of building your brand and engaging your network.

To add the Skills and Endorsements Section

- Click the *Me* icon at the top of your LinkedIn homepage.
- Click *View profile*.

As you scroll through your profile, the following window will appear at the top of the screen:



- Click *Add profile section*.
- Select *Add Skills* from the dropdown.
- Type the name of a skill in the *Skill* text box and select it from the dropdown list that appears. Once selected, it will automatically be added to your list of skills.
- Alphabetize your skills-makes for a much easier read.
- Prioritize your skills by selecting your top three.

Recommendations

- Recognized by a colleague or business partner.
- Increases your status and number of viewers by hiring managers and recruiters.
- Make sure you have at least three recent recommendations (within the last two years).
- Use people who value your work, services, or products, such as managers, colleagues, co-workers, customers, and clients.
- No limit to the number of recommendations you can request or give.
- Remove, or block older recommendations. Brings no value to your profile.

Request a Recommendation

- Navigate to the member's profile page.
- Click the *More* icon in the top section of the profile, to the right of the picture.
- Select *Request a recommendation*.
- Fill out the *Relationship* and *Position at the time* fields of the recommendations pop-up window and click *Next*.
- You can change the text in the message field and then click *Send*.

Accomplishments

- Certifications
- Affiliations and Board Positions
- Speaking Engagements
- Recognition and Awards
- Publications
- Coursework
- Speaking Engagements
- Languages

FOLLOW AND CONNECT ON LINKEDIN

Connections and Follows

Connections are members who connect on LinkedIn because you both know and trust each other. If you're connected to someone, you'll both be able to see each other's shares and updates on your LinkedIn feed. You can also send messages to your connections on LinkedIn. Following someone on LinkedIn allows you to see the person's posts and articles on your homepage without being connected to them. However, the person you're following won't see your posts. By default, you will follow your 1st-degree connections, and you can always unfollow them.

You can reach a larger audience by encouraging others to follow your activity and read what you're sharing on LinkedIn, without adding 1st-degree connections to your network.

Connect with people who have Follow as a primary action.

Some members on LinkedIn often post and turn on Creator Mode because they prefer to be followed. When you send an invitation to connect with someone whose primary action is Follow, you will immediately start following that person while you await their response. Even if the person denies your request to connect, you will still follow their posts, unless you manually unfollow them.

Ways to Network on LinkedIn

To ensure that LinkedIn remains a safe community, it is recommended that you only send connection invitations to people you know and trust, in accordance with LinkedIn's [User Agreement](#) and [Professional Community Policies](#). By sending fewer and more thoughtful invitations to connect with others, you will improve the relevance of content shown in your feed, your search results, and your experience using other LinkedIn features.

Here are some alternative ways to network with others in addition to inviting someone to connect:

- **Connect when you both know each other:** A connection makes sure you both stay in touch, wherever your career takes you.
- **Follow when you want to stay in the know:** If you don't know the person, you can keep up with their posts so that you always stay informed.
- **Send a message when you want to reach outside your network:** You can now message almost any member for free, which starts a message thread if they accept it.

Manage who can see Members You Follow.

When a member becomes one of your 1st-degree connections, you automatically follow them and their activity. You can always unfollow them, and they won't be notified you've unfollowed them.

You can also follow a member on LinkedIn without being connected to them. Following a member on LinkedIn allows you to see the person's posts and articles on your homepage without being connected to them. Members can see if you follow them and will receive a notification whenever a non-connection follows them. However, you control how others can see your follow activity via your Settings page.

To change who can see members you follow:

- Click the *Me* icon at the top of your LinkedIn homepage.
- Select *Settings & Privacy* from the dropdown.
- Click *Visibility* on the left side.

- Under *Visibility of your profile & network* change scroll down to *Who can see members you follow* and click on the arrow to the right to select either *Only visible to me* or *Anyone on LinkedIn* to choose who can see members you follow.
 - If you follow a member, that member can always see that you follow them.
 - This setting only applies to members you follow and not Groups or LinkedIn Pages.
 - Unless you make your connections only visible to you, your 1st degree connections can see who you're connected to on LinkedIn. Also, all members who have connections in common with you can see those shared connections.

Connect with People Using a Follow Button on Their Profile

You should only invite people you know and trust to connect with you. If you see a *Follow* button on a member's profile, you can still send them an invitation to connect if you know them. Note: For some members with a *Follow* button, you may be prompted to enter the member's email address to connect with them.

To connect with someone using a *Follow* button on their profile from your desktop:

- Navigate to the member's profile page.
- Click the *More* button in their introduction section.
- Select *Connect* from the dropdown.
- From here, you might see any of these options:
 - Connect
 - Message
 - Follow
 - Add a note.
- Follow prompts accordingly to connect.

Note: To help other members stay up to date with their frequent posts, some members on LinkedIn prefer to be followed. When you send an invitation to connect with someone whose primary action is *Follow*, you will immediately start following that person while you await their response.

JOB SCAMS / BLOCKING MEMBERS

Job Scams

These scams typically involve people pretending to be recruiters or employers offering high-paying jobs for little work. These can include mystery shopper, work-from-home, or personal assistant scams.

Here are some common things to look out for to stay safe while searching for jobs on LinkedIn:

- **Financial requests:** Do not provide payment or account credentials as part of the application process. Legitimate companies should not require transfers, checks, gift cards, or the wiring of funds as a condition of the application process.
- **Promises of compensation:** A posting that prominently focuses on the amount of pay you will receive in the first year, as an advance, or as a signing bonus.
- **Bad grammar:** Postings that include multiple misspellings and grammatical errors.
- **Company impersonators:** Postings that mirror a reputable company, but there's no link to the business, mismatched email or website domains, or there is difficulty with locating an address, business phone number, and/or email address. Pay close attention to LinkedIn profiles that are incomplete, have low connection counts overall, or are not connected to many employees within the company they represent.
- **Equipment Purchases:** Be cautious if a company asks you to purchase your own equipment (computers, iPads, mobile phones) and requests you to mail it to their IT department.
- **Applicant Follow-up Questions:** Proceed with caution if you receive an application follow-up request that requires you to click on a link to answer additional questions; especially if the questions request personal information such as a social security number.
- **General anonymity:** Proceed with caution if you can't quickly verify the identity of the poster. One way to confirm identity is to use a search engine to fact check. Simply input any available contact information from the sender, including phone number, email address, and social media handles to verify they are who they say they are. If you're suspicious, the anonymity may be an intentional attempt to mislead you.

[Contact LinkedIn](#) if you've received a scam message on LinkedIn.

Block a Member

You can block a member from viewing your profile using your desktop or mobile device. Once you've blocked a member, they'll appear on your blocked list. The blocked member won't receive any notification of this action in most cases.

While LinkedIn constantly uses methods to ensure members stay safe, some members may engage in harassing and abusive behavior. LinkedIn has policies in place to stop this type of behavior, but there are times when it persists and members want to take action on their own, such as blocking member profiles.

You can block a member's profile by following these [instructions](#).

If you are unable to locate a member who you want to block, the member may have:

- Hibernated their profile.
- Been removed from the site due to abusive behavior which violates the LinkedIn user agreement. (Please note that depending on the severity of the behavior, the member's account may become available if they adhere to specific conditions.)
- Blocked you.
- Closed their account.

When you [block a member](#) on LinkedIn, here's what will happen:

- You won't be able to access each other's profiles on LinkedIn.
- You won't be able to message each other on LinkedIn.
- You won't be able to see each other's shared content.
- If you're connected, you won't be connected anymore.
- You won't see each other under *Who's Viewed Your Profile*.
- You won't be notified about any of their upcoming LinkedIn Events. Note: An attendee can only block the organizer of an event after they [leave the event](#).
- If you block a member who is subscribed to your Newsletter, they will no longer receive it.
- LinkedIn will remove any endorsements and recommendations from that member.
- LinkedIn will stop suggesting you to each other in features such as *People You May Know* and *People Also Viewed*.
- Only you will be able to ["unblock" the member](#) and in most cases, LinkedIn won't notify the member that you blocked them.
- You won't be able to join an audio event if you've blocked the host or any of the designated speakers.

A blocked member may still see your profile and posts in the following scenarios:

- If you block a member, they may still see the information you make public, such as your public profile, content posted in public (open) group discussions, your public shares, and comments on *Top Voices* posts. You can always [review your public profile settings](#) to change how you appear in public search engines.

You may see information from members you blocked in the following scenarios:

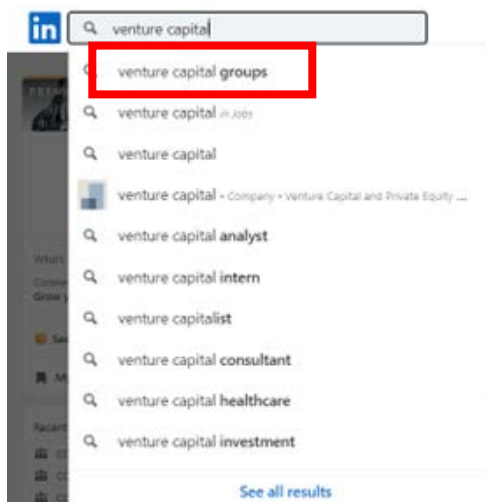
- Mutual connections may share content created by the person you've blocked into your stream. This will show in your news feed. You can choose to hide these updates from your stream.

SEARCH FOR GROUPS

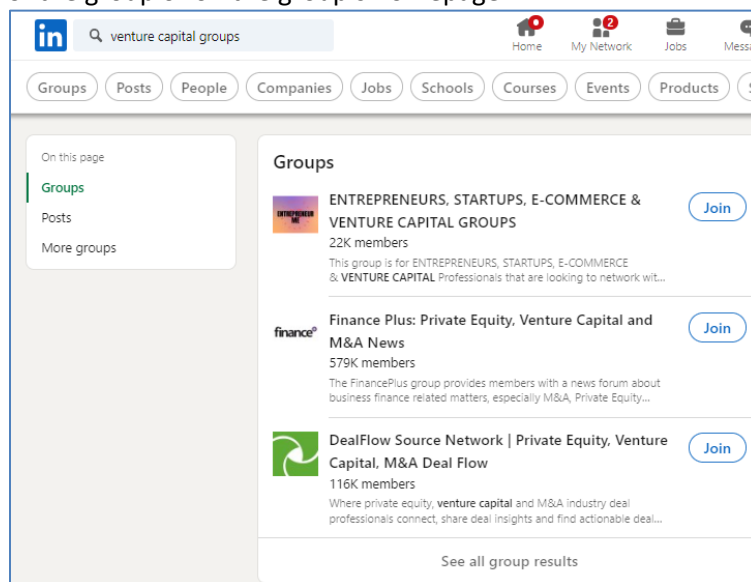
You can search for groups by name or keyword, or you can browse groups recommended for you by LinkedIn.

- To search for groups by name or keyword:
 - Enter your keyword or group name in the *Search* bar at the top of your LinkedIn home page.
 - Select *(group name) Groups* from the dropdown.

In the following example, the search keywords are “venture capital.” Select “venture capital groups” to see a list of groups relevant to your search.



Click on the name of the group to review it. You can join by clicking on the *Join* button to the right of the group or on the group’s homepage.



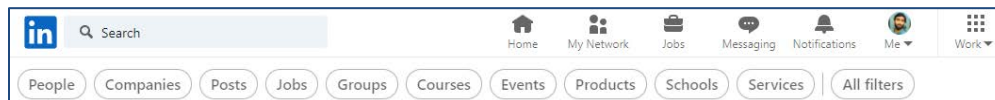
- To browse for groups recommended for you by LinkedIn:
 - Click the *Work* icon on the top right of your LinkedIn homepage and select Groups from the menu that appears. A list of your groups appears. Scroll down to the bottom of the list and click on *Search* for other trusted communities that share and support your goals.
 - This feature identifies existing groups on LinkedIn that may interest you. LinkedIn looks for similar attributes between you and other members in groups (attributes such as companies, schools, or industries in common) and presents suggestions for groups you may want to join.
 - Group managers may review your request to join or ask for additional information to make sure you meet their membership criteria. Membership approval is solely up to the group.
 - You can be part of up to 100 groups.

ADDENDUM: SEARCH OVERVIEW

LinkedIn is a powerful tool allowing you to find People, Jobs, Companies, and Groups. LinkedIn has recently changed its search functions. The following overview and instructions are the latest information from LinkedIn on how best to use the search functions. We have also included examples of searches to help you understand the BOOLEAN logic and features.

The LinkedIn search bar at the top of every page allows you to search for people, jobs, companies, posts, and more. You can click any of the search suggestions that appear in the dropdown list as you type or submit your search to see the full results.

To run a search on LinkedIn:

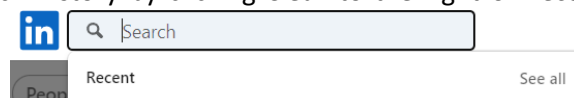


- Enter your keyword in the *Search* bar at the top of your page.
 - The type-ahead feature predicts related search terms as you type your keywords into the *Search* bar.
- From the drop-down menu that appears:
 - Select an option from the suggestions. You will be redirected to the search results page.
 - See more results by pressing *Enter* on your keyboard, or by clicking *See all results* at the bottom of the drop-down menu. You will be redirected to a search results page.
 - Note that you will be directly taken to the search results page if you press *Enter* on your keyboard without typing in a keyword.
- From the top of the search results page, you can filter your search results by clicking any of these tabs:
 - People
 - Companies
 - Jobs
 - Groups
 - Posts
 - Courses
 - Products
 - Schools
 - Events
 - Services

The most frequently used search filters are located at the top of your search results page. You can find additional search filters in the *All filters* section at the end of the categories list.

Based on your search, you might see different sections for each category on the search results page. You can click on *See all [category] results* below the respective section to see all results for that category.

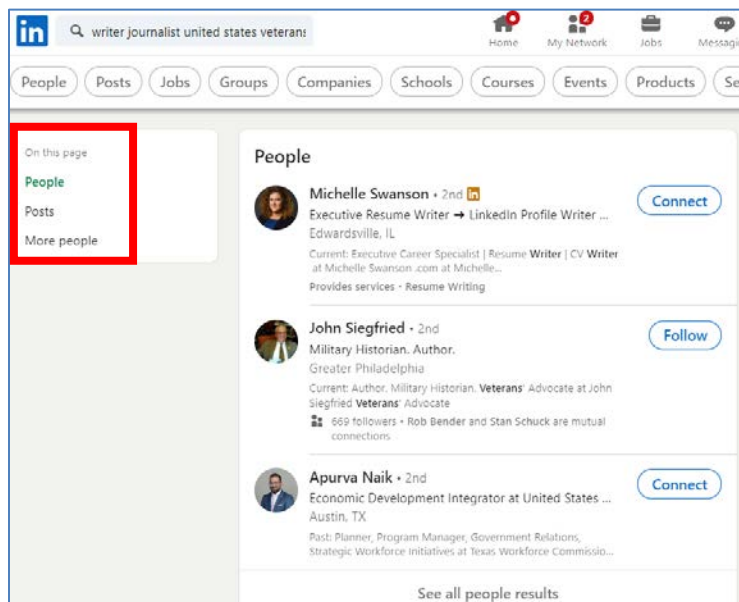
You can view and re-run recent searches by clicking on the search term in the Recent searches list that appears. You can clear your search history by clicking *Clear* to the right of *Recent searches* and then confirm your decision.



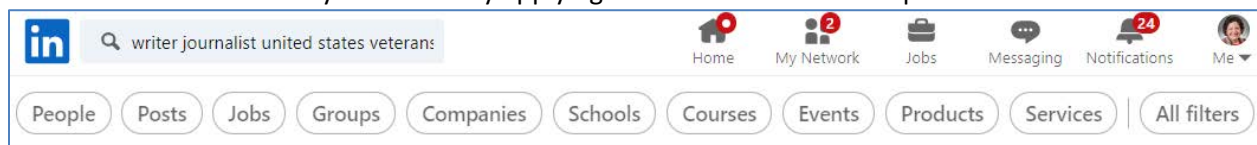
People Search

LinkedIn was designed to connect people. To find a specific person:

- Enter the first and last names in the *Search* bar at the top of the page.
- Select the individual from suggestions that appear in the drop-down menu or click *See all results* at the bottom of the page. For example:
 - Ernest Hemingway
- You can also include keywords such as company or job title. For example:
 - Richard Branson Virgin Group
 - Richard Branson Founder
- If you don't know their full name, enter other information that you know about them. For example:
 - Editor The Kansas City Star
- To search for multiple people, type your search criteria into the search bar. For example:
 - Writer journalist United States veterans
- Click on *See all results*. After submitting a search, select *See all people results* or click on one of the sections on the left.



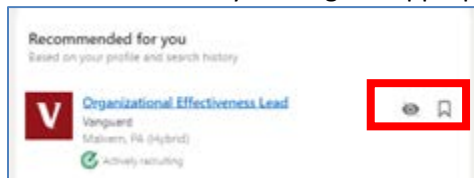
- You can narrow down your search by applying the filters above the People results.



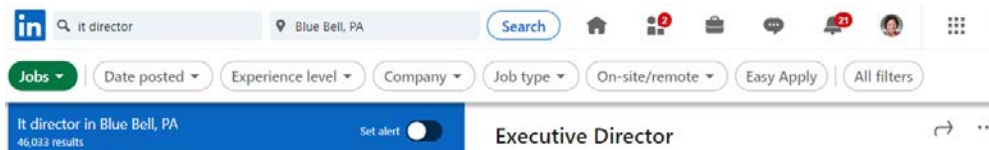
Job Search

Many companies advertise their open positions on LinkedIn. The 'Jobs' tab at the top of your homepage allows you to access these opportunities, save your search criteria, create job alerts, or save specific jobs in which you have an interest. You can search and apply for job opportunities based on keyword, title, or location. You can also save your search and access it later. To search for a job:

- Click the *Jobs* icon at the top of your LinkedIn homepage.
- LinkedIn suggests and recommends positions and companies based on your profile, search history, and network – these will appear on the next page. You can view these positions or save them to My Jobs or remove them by clicking the appropriate icon to the right of the posting.



- To search for a position, in the *Search* box, type a job title, keyword, skill, or company name. Keep in mind that you can use [Boolean Modifiers](#) to help refine your job search. (See examples in the following pages)
- The *Location* box appears when you are entering keywords in the search box. Your location may appear in the drop-down list, but it can be updated by typing a different one into the location box. A dropdown list will appear where you can select your desired location. You can use the *Location* field to type a city name, state/province/territory name, or country name. You can also search for remote positions by selecting *Remote* from the locations box.
- Click *Search*.
- Use the filters at the top of the next page to further refine your search by date posted, experience level, company, job type, on-site/remote, easy apply, and other filters.



- Click on *All Filters* to sort the positions and add additional filters such as Date Posted, Experience Level, company, Job Type, On-site/Remote, Job Collections, Easy Apply, Location, Industry, Job Function, Title, Benefits, etc.
- Click a job title to view details.
- Click the *Apply* or *Easy Apply* button (options may vary).

Company Search

To find a specific company or multiple companies:

- If you know the company's name, type it into the search box. For example:
 - Hostess Brands
- If you don't know the name, enter a partial name and/or characteristics of the company that may be associated with the Company Page. For example:
 - Hostess
 - Twitter
- To search for multiple companies, type your search criteria into the search box. For example:
 - Dessert snack cakes
- Click on *See all results*, then click on the *Companies* tab at the top of the page to view all companies that fall within your search criteria.

Groups

Recruiters and HR Departments use LinkedIn to find candidates for open positions. One of the methods they use is advertising to groups or searching profiles in groups that are likely to contain their next new hire. Additionally, in some groups, job leads are shared. And one of the greatest benefits of joining groups is that it gives you access to more people in your network.

You can find and join LinkedIn groups by searching for groups from the *Search* field at the top of your homepage. Please note that there may be multiple groups on LinkedIn for each interest, organization, or affiliation.

There are two ways you can find groups. You can search for groups by name or keyword, or you can browse groups recommended for you by LinkedIn.

1. To search for groups by name or keyword:
 - Enter your keyword or group name in the *Search* bar at the top of your LinkedIn home page.
 - Select *(group name) Groups* from the dropdown.
In the following example, the search keywords are “venture capital.” Select “venture capital groups” to see a list of groups relevant to your search.

Click on the name of the group to review it. You can join by clicking on the Join button to the right of the group or on the group's homepage.

2. To browse for groups recommended for you by LinkedIn:
 - Click the *Work* icon on the top right of your LinkedIn homepage and select *Groups* from the menu that appears. A list of your groups appears. Scroll down to the bottom of the list and click on *Search* for other trusted communities that share and support your goals.
 - This feature identifies existing groups on LinkedIn that may interest you. LinkedIn looks for similar attributes between you and other members in groups (attributes such as companies, schools, or industries in common) and presents suggestions for groups you may want to join.
 - Group managers may review your request to join or ask for additional information to make sure you meet their membership criteria. Membership approval is solely up to the group.

LINKEDIN SEARCH PROCESS & EXAMPLES

Basic Search

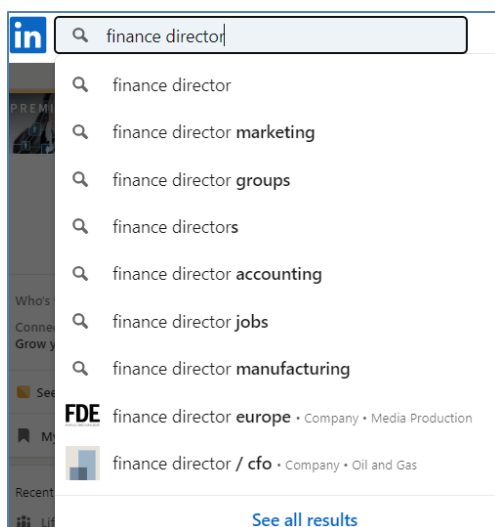
The *Search* box is in the top left-hand corner of your homepage.

- Choose one of the following Keywords to begin your search:
 - First name
 - Last name
 - Title
 - Company
 - School

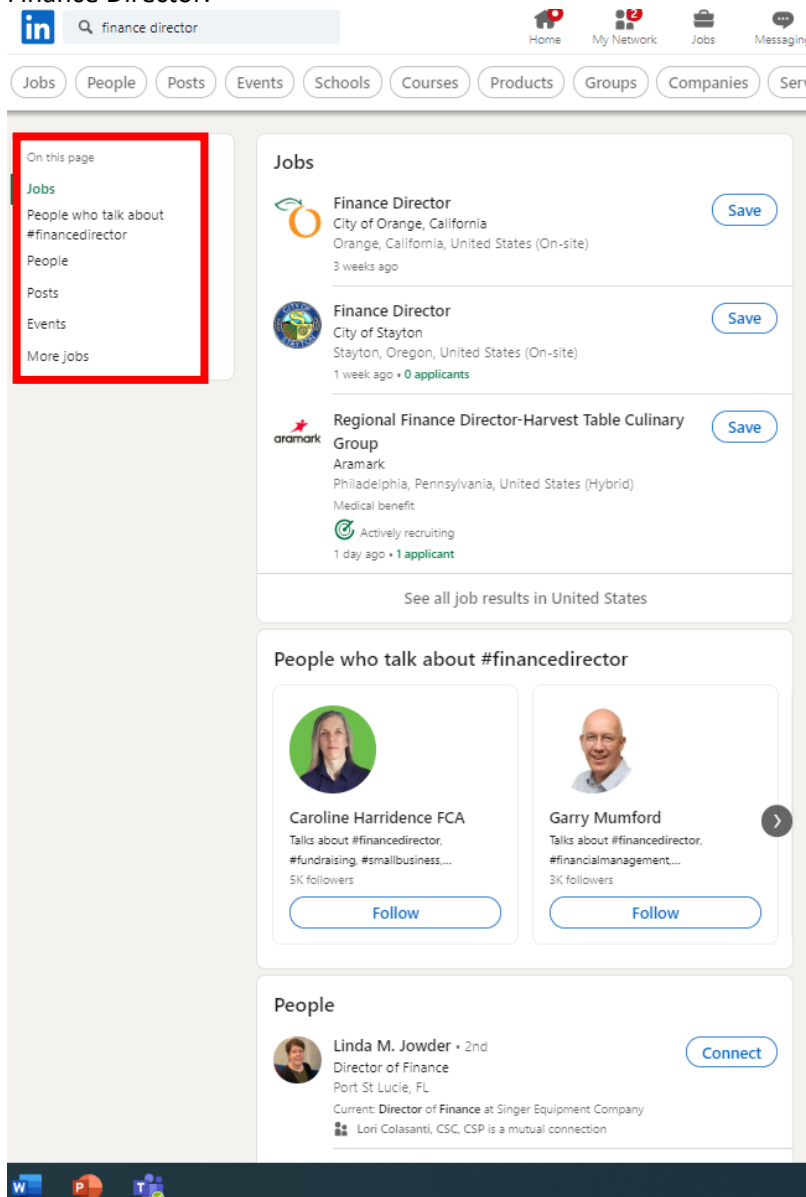
EXAMPLE:

Search for someone with the title of *Finance Director*.

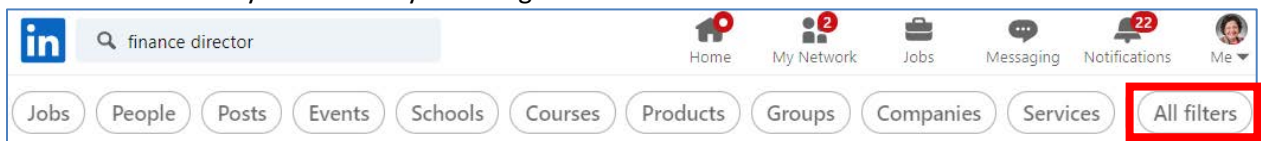
- Type *finance director* in the Search box.
- Select from the suggestions that appear in the drop-down menu or click *See all results* at the bottom of the search.



- Use the guide on the left to access Jobs, People, Posts, and Events that contain the keywords, Finance Director.



- You can narrow your search by selecting the *All Filters* button located above the results.



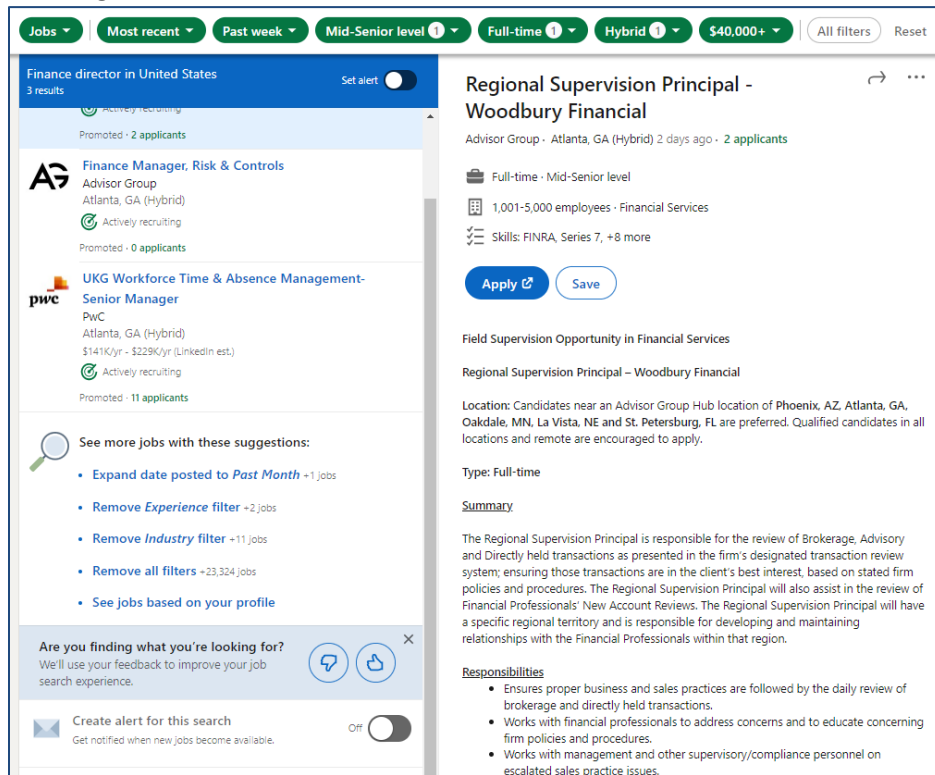
EXAMPLE:

Search for a *Finance Director* in the *Financial Services* industry in the *Atlanta, GA* area. Click on *All Filters*.

The following filters were used:

- Sort by (most recent)
- Date posted (past week)
- Experience level (mid-senior level)
- Job Type (full-time)
- On-site/Remote (hybrid)
- Location (Atlanta, GA)
- Industry (Financial Services)
- Salary (\$40,000+)

3 positions were identified using these filters. To see more results, click on the green buttons at the top to change the filters, or to All filters to add additional filters.



Click on the company name to view the position details or highlight each listing on the left to see the description on the right. Click on the “Apply” button (options may vary).

You can set alerts when other similar positions are posted.

Advanced Search – Boolean Logic

LinkedIn supports Boolean Logic (NOT, AND, and OR searches) that can help you perform a more advanced search. If you want to perform an advanced search like this, you will type your search into the search box at the top of your screen.

Here are some ways to use Boolean logic and construct your searches:

- **Quoted searches:** For an exact phrase, enclose the phrase in quotation marks. For example, type "product manager". You can also use quotation marks if you want to find someone with a multi-word title.
 - LinkedIn search only supports standard, straight quotation marks ("). Other software or websites may use special symbols that our system does not recognize. Curly quotation marks (”), also known as smart quotes or typographer's quotes, aren't supported.
 - To optimize overall site performance, stop words such as "by", "in", "with", etc. aren't used.
- **NOT searches:** Type the word NOT (capital letters) immediately before a search term to exclude it from your search results. This typically limits your search results. For example, "programmer NOT manager".
- **OR searches:** Type the word OR (capital letters) to see results that include one or more items in a list. This typically broadens your search results. For example, "sales OR marketing OR advertising."
- **AND searches:** Type the word AND (capital letters) to see results that include all items in a list. This typically limits your search results. For example, "accountant AND finance AND CPA".
 - **Note:** You don't need to use AND. If your search has two or more terms, you'll automatically see results that include all of them.
- **Parenthetical searches:** To do a complex search, you can combine terms using parentheses. For example, to find people who have "VP" in their profiles, but exclude "assistant to VP" or SVPs, type VP NOT (assistant OR "senior vice president").

When handling searches, the overall order of precedence is:

1. Quotes ["]
2. Parentheses [()]
3. NOT
4. AND
5. OR

Important:

- The + and - operators are not officially supported by LinkedIn. Using AND in place of + and NOT in place of - makes a query much easier to read and guarantees that we'll handle the search correctly.
- When using NOT, AND, or OR operators, you must type them in uppercase letters.
- We don't support wildcard "*" searches.

EXAMPLE:

You are looking for a Marketing Director to connect with who works at Aramark. Maybe you went to Temple for Undergrad and Drexel for Graduate studies and want to see if you can find someone with ties to those schools as well.

aramark “marketing director” (temple OR drexel)

The screenshot shows a LinkedIn search interface with the following details:

- Search Bar:** "marketing director" aramark (temple)
- Navigation:** Home, My Network, Jobs, Messages
- Filters:** People (selected), Connections, Locations, Current company, All filters
- Results:** 24 results

Name	Current Role	Location	Action
May Limbach Novielli, MBA	Growth Marketer	Philadelphia, PA	Connect
Matthew Berson	Human Resources & Talent Acquisition Professional	Philadelphia, PA	Connect
Brian Marks	Marketing Operations at Penn Mutual	Philadelphia, PA	Connect
John Kandemir	Vice President Marketing	Philadelphia, PA	Connect
Jenny McGinley	B2B Marketing and Communications Executive	Collingswood, NJ	Connect
Andi Bricklin	Creative and Passionate Marketer	Philadelphia, PA	Follow

EXAMPLE:

You are looking for someone with the title Vice President at Comcast but want to exclude titles with Senior Vice President.

comcast (vice president NOT senior vice president)

LinkedIn search results for the query "comcast (vice president NOT senior vice president)".

Search filters: People, Connections, Locations, Current company, All filters.

About 8,000 results

2 connections including Amy and Dominic

- Marilyn Whitham** • 2nd
Benefits expert, VP & Chief of Staff, Total Rewards at Comcast NBCUniversal
Philadelphia, PA
Current: VP and Chief of Staff, Total Rewards at **Comcast** NBCUniversal
Joe Dougherty, Kathleen Childress, and 4 other mutual connections
- Barbara Dorsey Cowan** • 2nd
Vice President Talent and Inclusion - Comcast Advertising at Comcast
Richmond, VA
Current: VP Talent and Inclusion at **Comcast** Spotlight
Randi Carr and PEGGY NEILY, SHRM-SCP are mutual connections
- Jason Bethala** • 2nd
Vice President, Strategic Investments at Comcast
Philadelphia, PA
Past: **Vice President**, Investment Banking at Citi
Mark DePietro is a mutual connection
- Rob Lincavage** • 2nd
Vice President, Comcast Business, CISSP
Greater Philadelphia
Current: **Vice President**, Operations and Integration at **Comcast** Business
Kevin Fitzpatrick is a mutual connection
- Goldstein Gregg** • 2nd
Vice President, Corporate Development at Comcast
Lafayette Hill, PA
Bill Smart is a mutual connection
- Justin Menard** • 2nd
Vice President, Strategic Operations and Analytics at Comcast
Morrisville, PA
Current: Executive Director - Business/Operations Analytics at **Comcast**
PEGGY NEILY, SHRM-SCP is a mutual connection

EXAMPLE:

You are looking for individuals from Deloitte whose titles include sales and marketing.

deloitte "sales AND marketing"

The screenshot shows the LinkedIn search interface. At the top, the search bar contains the query "deloitte sales AND marketing". Below the search bar are navigation icons for Home, My Network, Jobs, and Messages. A filter bar includes "People" (selected), "Connections", "Locations", "Current company", and "All filters". The results section shows "About 34,000 results".

Name	Current Title	Location	Action
David Foody • 2nd	Deloitte - Clients & Markets United States Current: Deloitte Sales Executive at Deloitte	United States	Connect
Jamie Morisco • 2nd	Director of Sales & Marketing United States Current: Principal Consultant & Sales Director at Glemser	United States	Connect
Carey Morgan • 2nd	Human Resources Talent Acquisition and Operations Lead Resource Management Speciali... Raleigh, NC Current: Lead Resource Management Specialist at Deloitte	Raleigh, NC	Connect
Jim Garland • 2nd	Sales Executive, BlackLine and Workiva alliances at Deloitte Risk and Financial Advisory St Petersburg, FL Current: Sales Executive at Deloitte	St Petersburg, FL	Connect
Anthony Holland • 2nd	VP of SAP Global Partner Sales and Marketing, MBA, ICCF Executive Coach Riegelsville, PA Current: VP of Global SAP Partner Solutions and Sales Engineering at Synactive, Inc.	Riegelsville, PA	Connect
Jack Kasten • 2nd	Consultant at Deloitte MS Supply Chain Management Candidate Philadelphia, PA Current: Strategy & Analytics Consultant at Deloitte	Philadelphia, PA	Connect
Jessica Fischburg Tripicco • 3rd+	ChangeScout Sales and Marketing Leader Manager at Deloitte Consulting (She/Her/Hers) Greater Hartford Current: ChangeScout Sales and Marketing Leader Consulting Manager at Deloitte Consulting	Greater Hartford	Message

NOTES
