



## Get Connected with LinkedIn

*(Excerpted from Chapter 20, page 354)*

Of all the social networking sites, [LinkedIn \(linkedin.com\)](http://linkedin.com) may be the most practical. As the site says, it’s “The world’s largest professional network: 300 million strong.” LinkedIn is not as social as [Facebook](http://facebook.com) or as information-based as [Twitter](http://twitter.com). It is really a site for professionals to meet, greet, and see how they can help one another out. If you’re looking to change jobs, hire someone, or even just stay abreast of what’s going on in your field, joining LinkedIn would be a very good idea. People tend to share their employment history, education, and whatever other affiliations and associations they have. You can provide quite a lot of detail (although not an unlimited amount) about yourself and your areas of expertise and experience.

Instead of Facebook friends or Twitter followers, LinkedIn is made up of connections. The features offered on LinkedIn’s website reflect the more professional focus of the site. It would be an oversight for anyone seeking employment to not join LinkedIn.

A screenshot of a LinkedIn profile for Eve Stokes. The profile includes a profile picture, a name "Eve Stokes", and a current position "Vice President of Operations at NuRide, Inc." in the "New London/Norwich, Connecticut Area | Internet" industry. It also lists previous employers "NuRide, Inc., Eve T Stokes, Unilever" and education at the "University of New Haven". There is a "Send a message" button and a "82 connections" indicator. Below the profile, there are tabs for "Relationship", "Contact Info", and "Background". The "Background" tab is selected, showing a "Summary" section with a brief description of her professional experience.

*Here’s a sample LinkedIn profile.  
(Full disclosure: That’s my sister.)*

### LinkedIn’s Setup

Getting started with LinkedIn is almost exactly the same as setting up Twitter and Facebook. You’ll register with the site by providing your email address and choosing a password. All the same rules apply. Do not choose the same password you use for any financial transactions. [Click here for a guide to choosing a safe, secure, and unique password that you won’t forget.](#)

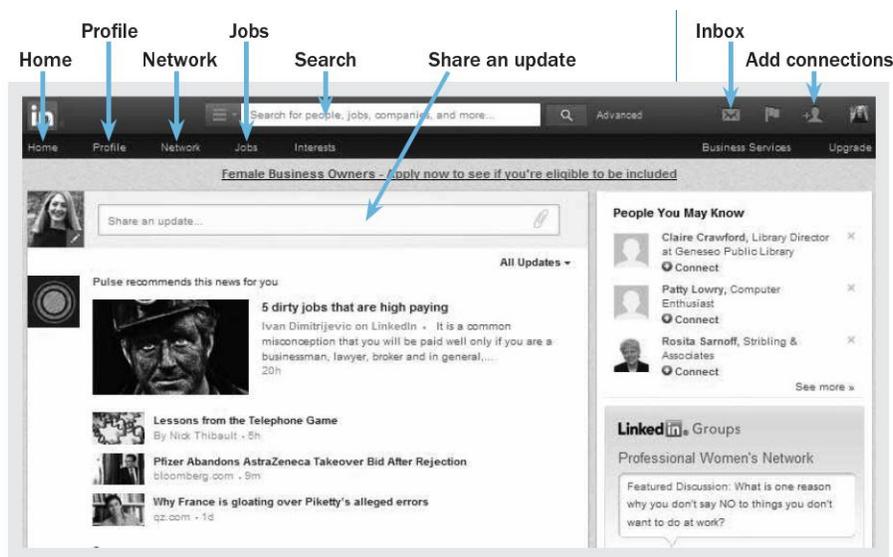
The most significant difference between LinkedIn and the other social networking sites will be what you choose to share in your profile. Because of the professional nature of LinkedIn, people tend to share their employment history, education, and whatever other affiliations and associations they have. You can provide quite a lot of detail (although not an unlimited amount) about yourself and your areas of expertise and experience.

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# “IS THIS THING ON?”



AskAbbyStokes.com



—You can receive or send private messages on LinkedIn. Invitations to become connected are also received and responded to here.

**Home**—Brings you back to your main page on LinkedIn, which summarizes your connections' recent updates.

**Interests**—Here you can find groups or companies that might be of interest to you.

**Jobs**—Where you would go to post or find available jobs. **Network**—Here you view your existing connections and add more.

**Profile**—Click here to view and edit your profile. You can also make and request recommendations from here.

**Search**—Notice the down arrow next to People. You search, using keywords or names, under any of the categories listed.

**Share an update**—Here's where you share your thoughts or activities, as you would on Facebook or Twitter.

Another way to think of LinkedIn is as an electronic résumé. Because of this, accuracy and honesty is of the utmost importance. Exaggerating may get you in the door, but lying will get you the boot and may damage your professional reputation.