

Being LinkedIn isn't always a bad thing!



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“Tech Tools with Tine” Webinar Series Presents:

LinkedIn

Professional Social Networking

Tine Walczyk – March 11th, 2011

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What is LinkedIn?



LinkedIn is a web application that allows people to build and maintain their professional network.

- Keep track of colleagues
- Provide job references
- Look for job opportunities
- Follow companies you're interested in



User Interface

The screenshot shows a LinkedIn profile page for Christine Walczyk. The interface includes a top navigation bar with a 'Toolbar' containing links like Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, and More. A 'Settings' dropdown menu is visible next to the user's name. Below the navigation bar is a search bar with a 'People' dropdown and an 'Advanced' search option. A banner at the top reads 'Resources Global. Consulting. From the Inside Out. Find out how we help business succeed.' and includes a 'Suggested Connections' link. A central notification box says 'Christine, find people you email. It's the quickest way to build your network.' with a 'Find People' button and a 'No, thanks' link. To the right, a 'People You May Know' section lists three potential connections: Barbara Ellison, Henry Stokes, and Ed Kuhn, each with a 'Connect' button. Below this is a 'Share an update' box with an 'Auto-Tweet' button and a 'Share' button. A 'Who's Doing What These Days?' section is highlighted, showing a list of updates under 'All Updates'. The updates include: Chris Brown connected to Thomas K. Finley, Joelle Inkrote, Margaret Thompson, and 1 other person; Perry Stokes connected to Steve Muchow; and Tyson McMillan connected to Tara Magallon, Denise Mills, Rachael Williams, and 13 other people. On the right side, there is a blue advertisement for 'The hiring process. made easy.' with a 'Post a Job GET 50% OFF' button. Below the ad is a 'Who's Viewed Your Profile?' section showing 6 profile views in the past 90 days. The LinkedIn logo and 'Jobs' text are also visible.



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Creating Your Account

Choose a
username and
password

Join LinkedIn Today

First Name:

Last Name:

Email:

Password:

6 to 16 characters

*

Already on LinkedIn? [Sign in.](#)

Import Contacts to Make Connections

Searching your email contacts is the easiest way to find people you already know on LinkedIn.

YAHOO! Windows Live Hotmail Gmail AOL Other

You will be taken to Yahoo! to enter your username and password. We won't contact anyone without your permission.

[Skip this step »](#)

Tell LinkedIn
What
Industry
You're In

I am currently:

* Country:

* ZIP Code:

e.g. 94043 (Only your region will be public, not your ZIP code)

* Company:

* Job Title:

* Indicates required field.

You're Almost Done Step 5 of 6

Connect to more people you know and trust.

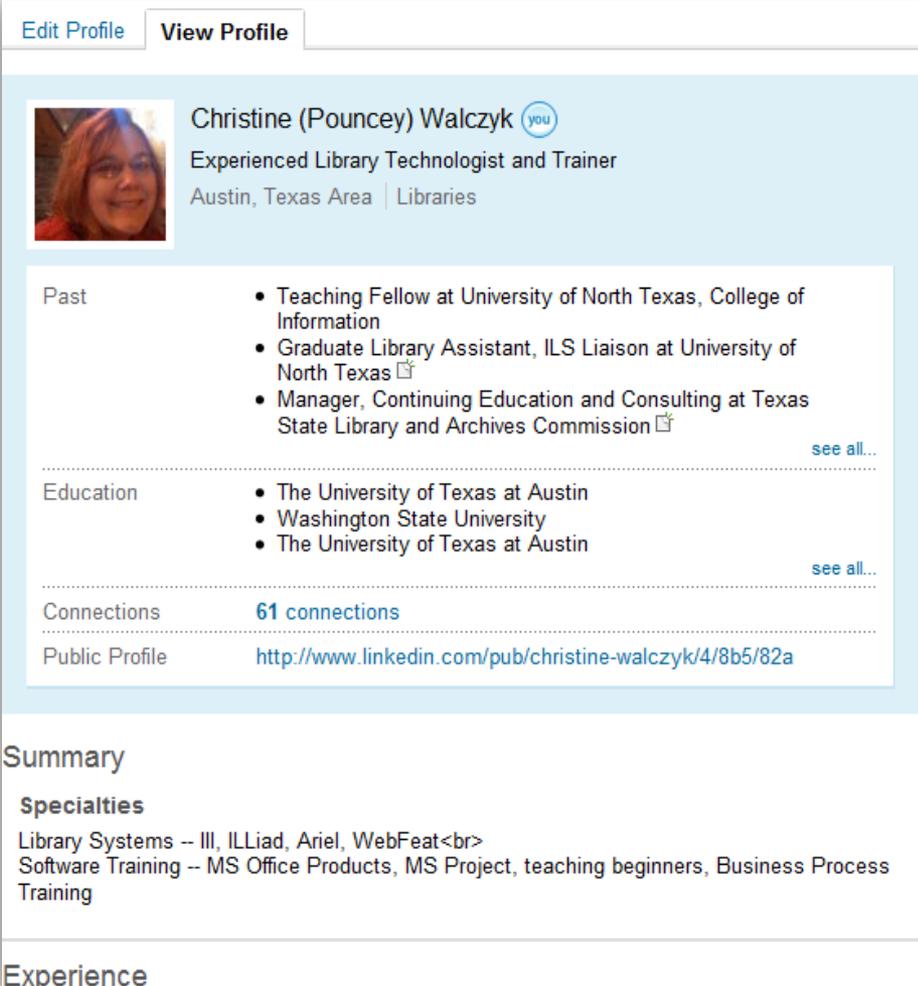
Enter email addresses of colleagues and friends to invite and connect. Separate each address with a comma.

[Skip this step »](#)

Add People to Your Network

Setting Up Your Profile

- Your Profile Includes:
 - Experience
 - Skills
 - Recommendations from others
 - Education
- Simple Click to Edit adding process



The screenshot shows a LinkedIn profile page for Christine (Pouncey) Walczyk. At the top, there are two tabs: "Edit Profile" and "View Profile". The profile header includes a profile picture of a woman with red hair, her name "Christine (Pouncey) Walczyk" with a "you" icon, and her title "Experienced Library Technologist and Trainer" and location "Austin, Texas Area | Libraries". Below the header, there are sections for "Past", "Education", "Connections", and "Public Profile". The "Past" section lists three roles: Teaching Fellow at University of North Texas, Graduate Library Assistant at University of North Texas, and Manager at Texas State Library and Archives Commission. The "Education" section lists three institutions: The University of Texas at Austin, Washington State University, and The University of Texas at Austin. The "Connections" section shows "61 connections". The "Public Profile" section shows the URL "http://www.linkedin.com/pub/christine-walczyk/4/8b5/82a". Below the profile information, there is a "Summary" section with "Specialties" listed as "Library Systems -- Ill, ILLiad, Ariel, WebFeat" and "Software Training -- MS Office Products, MS Project, teaching beginners, Business Process Training". The "Experience" section is partially visible at the bottom.

Edit Profile View Profile

Christine (Pouncey) Walczyk you
Experienced Library Technologist and Trainer
Austin, Texas Area | Libraries

Past

- Teaching Fellow at University of North Texas, College of Information
- Graduate Library Assistant, ILS Liaison at University of North Texas
- Manager, Continuing Education and Consulting at Texas State Library and Archives Commission

see all...

Education

- The University of Texas at Austin
- Washington State University
- The University of Texas at Austin

see all...

Connections **61 connections**

Public Profile <http://www.linkedin.com/pub/christine-walczyk/4/8b5/82a>

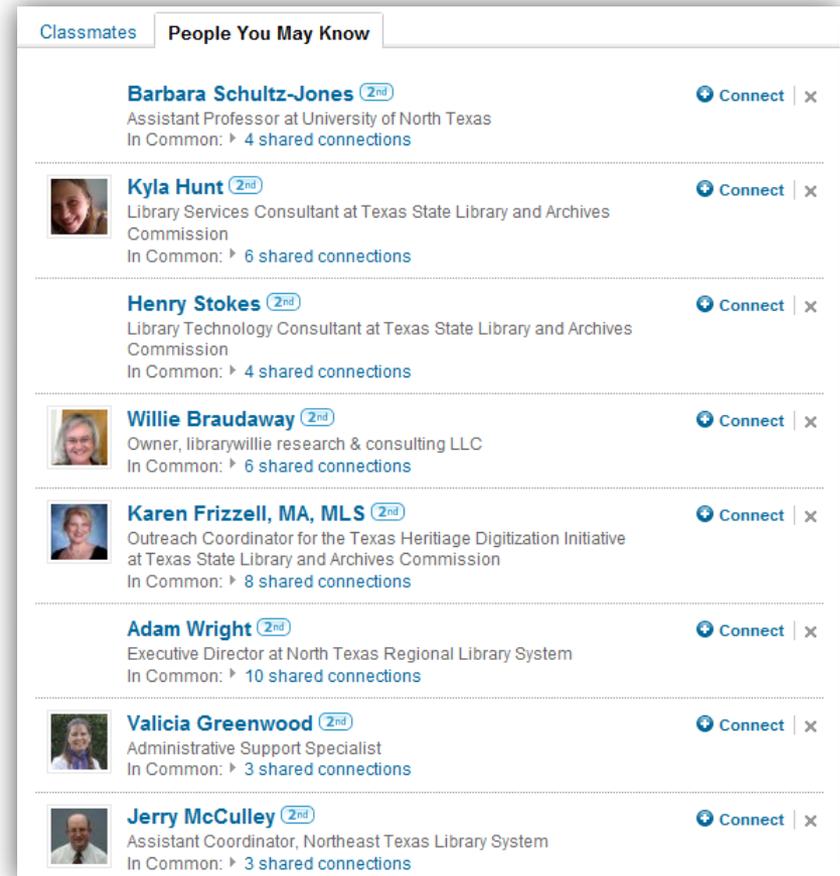
Summary

Specialties
Library Systems -- Ill, ILLiad, Ariel, WebFeat
Software Training -- MS Office Products, MS Project, teaching beginners, Business Process Training

Experience

Finding Colleagues

- Search from your email contacts list
- Search companies you've worked at
- Search classmates
- Check out LinkedIn suggested connections



The screenshot shows the 'People You May Know' section of a LinkedIn profile. It features a list of seven suggested connections, each with a profile picture, name, title, and a 'Connect' button. The suggestions are:

- Barbara Schultz-Jones** (2nd): Assistant Professor at University of North Texas. In Common: 4 shared connections.
- Kyla Hunt** (2nd): Library Services Consultant at Texas State Library and Archives Commission. In Common: 6 shared connections.
- Henry Stokes** (2nd): Library Technology Consultant at Texas State Library and Archives Commission. In Common: 4 shared connections.
- Willie Braudaway** (2nd): Owner, librarywillie research & consulting LLC. In Common: 6 shared connections.
- Karen Frizzell, MA, MLS** (2nd): Outreach Coordinator for the Texas Heritage Digitization Initiative at Texas State Library and Archives Commission. In Common: 8 shared connections.
- Adam Wright** (2nd): Executive Director at North Texas Regional Library System. In Common: 10 shared connections.
- Valicia Greenwood** (2nd): Administrative Support Specialist. In Common: 3 shared connections.
- Jerry McCulley** (2nd): Assistant Coordinator, Northeast Texas Library System. In Common: 3 shared connections.

Job Searching

- Check out posted jobs
- Default list based on your profile
- Set alerts

Search for Jobs

Job Title, Keywords, or Company Name
Advanced

Jobs you may be interested in *Beta* [Email Alerts](#) | [See More »](#)

	Moore Public Library or SOKC Public Library Manager Pioneer Library System - Oklahoma City, Oklahoma Area	×
	Corporate Reference Librarian - New York Law Firm Sarah L Warner and Associates LLC - Greater New York City Area	×
	Molecular Biologist, Library Reagent Production Complete Genomics Inc. - San Francisco Bay Area	×
	Informatics Technologist/Instructional Design Roosevelt University - Greater Chicago Area	×
	Associate Dean of College - Engineering and Information Sciences (3 Positions) DeVry University - Chicago land area	×

Establish Your Settings

PRIVACY CONTROLS

Turn on/off enhanced advertising

SETTINGS

Change your profile photo & visibility »

Show/hide profile photos of other members

Customize the updates you see on your home page

Select your language

EMAIL & PASSWORD

Add & change email addresses

Change password

HELPFUL LINKS

Upgrade your account »

Close your account »

Get LinkedIn content in an RSS feed »

Get listed in the service provider directory

Account Settings

Email Settings

EMAILS

Select the types of messages you're willing to receive

Set the frequency of emails

Select who can send you invitations

Set the frequency of group digest emails

LINKEDIN COMMUNICATIONS

Turn on/off LinkedIn announcements

Turn on/off invitations to participate in research

Turn on/off partner InMail

PRIVACY CONTROLS

Turn on/off your activity broadcasts

Select who can see your activity feed

Select what others see when you've viewed their profile

Select who can see your connections

Change your profile photo & visibility »

SETTINGS

Manage your Twitter settings

HELPFUL LINKS

Edit your name, location & industry »

Edit your profile »

Edit your public profile »

Manage your recommendations »

Profile Settings

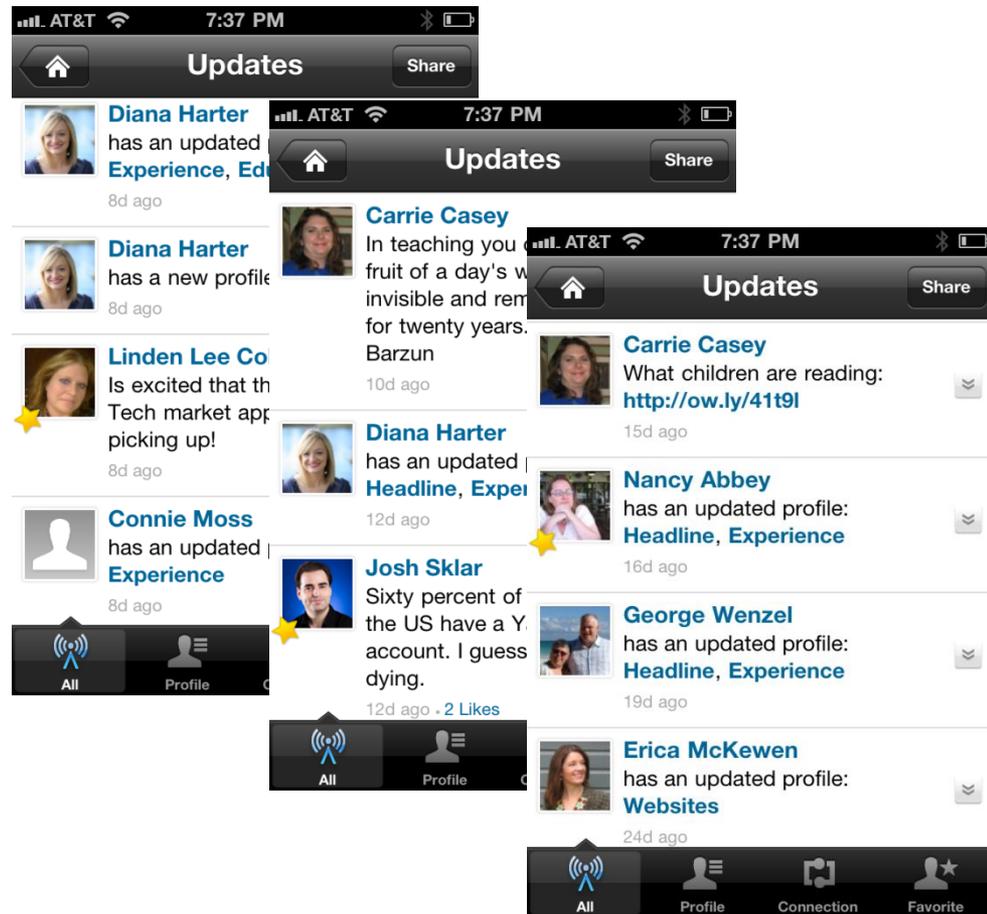
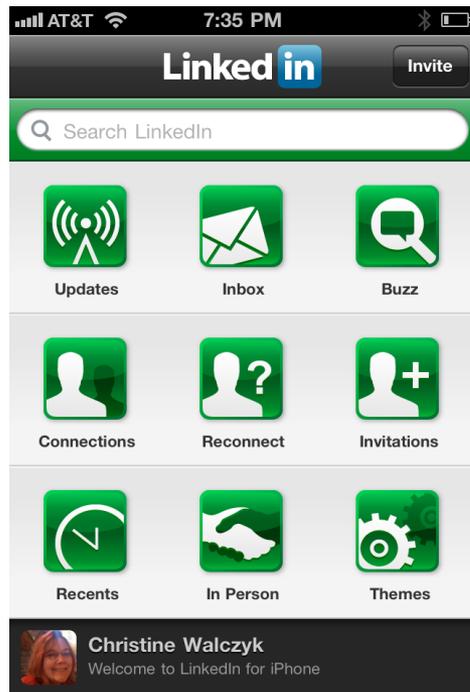


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LinkedIn from anywhere!

Like everything else, “there’s an app for that”!



What's It Cost – Personal Account?

Basic LinkedIn is FREE!

What Do You Want to Do? <small>What's this?</small>	 Premium	Basic (Free)
Create a professional profile and build your network	✓	✓
Join industry or alumni groups	✓	✓
Search & apply for jobs	✓	✓
See who's viewed your LinkedIn Profile	✓	Limited
View the professional profiles of over 90 million people	✓	Limited
Send messages to people you aren't directly connected to	✓	
Premium search filters & automated search alerts	✓	
Save profiles into folders	✓	
Add notes & contact info to any profile	✓	
Reach out to over 90 million users	✓	
	Choose Premium \$24.95 per month	Choose Basic Free



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What's It Cost – Business Account?

Features	Business	RECOMMENDED Business Plus	Executive
	<input type="radio"/> Annual: \$19.95 a month* <input type="radio"/> Monthly: \$24.95 a month <input type="button" value="Upgrade"/>	<input checked="" type="radio"/> Annual: \$39.95 a month* <input type="radio"/> Monthly: \$49.95 a month <input type="button" value="Upgrade"/>	<input type="radio"/> Annual: \$74.95 a month* <input type="radio"/> Monthly: \$99.95 a month <input type="button" value="Upgrade"/>
Contact anyone on LinkedIn directly with InMail	3 Inmails (\$30 value)	10 Inmails (\$100 value)	25 Inmails (\$250 value)
See more profiles when you search	300 results per search	500 results per search	700 results per search
Zero in on target profiles with Premium Search Filters	4 Premium Filters	4 Premium Filters	4 Premium + 4 Talent Filters
Stay organized by saving profiles and notes in Profile Organizer	5 Folders	25 Folders	50 Folders
See names of your 3rd degree and group connections	First Name	First Name	Full Name Visibility
Get more insight with expanded profile views	✓	✓	✓
Who's Viewed Your Profile: See the full list, how they found you, and more	✓	✓	✓
Open up to opportunities - allow people outside your network to message you for free with OpenLink	✓	✓	✓
Get the real story on any lead or candidate with Reference Search	✓	✓	✓
Get Priority Customer Service	✓	✓	✓



References and Learning More

- Library of Congress:
<http://www.linkedin.com/company/library-of-congress>
- Harris County (TX) Public Library:
<http://www.linkedin.com/company/harris-county-public-library>
- South Carolina State Library: <http://www.linkedin.com/company/south-carolina-state-library>
- The LinkedIn Conundrum:
<http://www.libgig.com/linkedin>
- Forbes Magazine Article -- Expert Tips For Using LinkedIn:
<http://www.forbes.com/2010/07/07/linkedin-advanced-tips-jobs-hiring-leadership-careers-networking.html>



And that's all folks!

See you online!!

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<http://www.flickr.com/photos/tgaw/495568480/>

