



Getting Started on LinkedIn Part 1

Founded 2002

Members: 70 Million+

Purpose: Professional Social Media

Network: *Using Your Contacts to Connect to Others*

Summary: *A site that combines activities and media and lots of 3rd party applications. 5% of NAR currently are using this. Minimal spam and lots of opportunity to be seen and market yourself and listings. Includes many good tools for managing your contacts and your sphere. Easy to waste time.*

1. What is LinkedIn? *A Roledex on Steroids!* - A business-oriented social networking site, has registered more than 70 million users in just seven years and a new member signs up approximately every second. Which is to say, if Twitter and Facebook haven't enticed you into using social media to network and market your services, LinkedIn may be a safe place to start. What began as a way for job seekers to make connections and network within their industry, has become a viable way to build your business by maintaining contacts, making and receiving referrals, and participating in the community at large.
2. Who Participates & Why Would You Want to?
3. How to Sign Up & Get Started: www.linkedin.com
 - a. A couple of great Tutorials: <http://www.youtube.com/watch?v=YsXZ5ET9-bA> and <http://www.slideshare.net/sietsema/linkedin-tutorial-4673136>
4. Getting Started
 - a. Your name and password
 - b. Your location & employment
 - c. Link to your email accounts (Optional)
 - d. Click on the email confirmation
 - e. Add connections or skip this step
 - f. Send invitations: Joeann@joemann.com
 - g. Choose Service Free or Premium (\$24.95)
5. Fill out your profile to 100%
 - a. Upload a bio in a word doc



b. Current Employment

c. Past Employment

d. Education

e. Recommendations

f. Connections

g. Website

h. Twitter

i. Public Profile