LinkedIn

**LinkedIn** is a professional networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

**Why LinkedIn?**

* Internship/Job opportunities
* Connect on a professional level with people you know

A LinkedIn member’s profile page should emphasize education, skills, and employment history. Basic membership is free. Network members are called “connections.” Unlike other free social networking sites, LinkedIn requires connections to have a pre-existing relationship. A member can only establish connections with someone he has worked with, knows professionally or has gone to school with. Connections are seen as part of the member's network, but the member is not allowed to contact them through LinkedIn without an “introduction”. Premium subscriptions can be purchased to provide members with better access to additional contacts.

The site, which launched in May 2003, currently has over 610 million members; 57% of companies have a LinkedIn page; 92% of Fortune 500 companies use LinkedIn; 77% of recruiters use LinkedIn; 20 million positions are posted on LinkedIn Jobs; LinkedIn is the 25th most popular website in the world. Microsoft acquired LinkedIn in June of 2016 for $26.2 billion. According to some experts, the rich troves of data that LinkedIn's members freely give away -- job titles, geographies, industry information, skill sets -- made the deal a steal.

**Assignment:**

1. Create a profile – name; contact info; education & employment history etc. Use your resume as a guide. Stop in Career Development Office in Administration 000A for Resume Writing Assistance
2. Upload a “professional” head shot photo of yourself
3. Claim your personal URL – Click on your large photo then click the “edit your public profile or URL or click on the “Me” icon and your small photo; choose settings and privacy; edit your public profile; change your URL – eliminate number code, add your name etc. Example: www.linkedin.com/in/darwinkysor
4. From the Home icon, in the search bar, select Groups, then search for and join the University of Pikeville Career & Professional Development Group

https://www.linkedin.com/company/upike-s-career-and-professional-development/

1. From the Home icon, in the search bar, select Groups, then search for a group by category/major, etc. Join a Group relevant to your major/career interests or a hobby – in the search bar select groups; type in a career field or topic of interest.
2. Identify an internship/job of interest – click “Jobs”; search \_\_\_\_\_ internships/jobs; identify an internship/job of current or future interest
3. Select a company/organization to follow -- in the search bar select companies; type in the name of a company of interest; follow the company of interest
4. Begin your network:
   * Link to your major Professors
   * Link to Darwin Kysor, Director of Career Development – darwinkysor@Upike.edu
   * Consider linking to other UPIKE Faculty, Alumni and Students