



Northbrook Public Library  
January 14, 2013



# Quick Stats:

147 million members

42.1% female

57.9% male

## **LinkedIn Users by Age:**

18-24 account for 25.8%

25-54 account for 67.7%

54+ account for 6.6%

## **Top LinkedIn User**

**Country:** United States



# More Facts:

## **Job Functions:**

Entrepreneurs: 10.8%

Sales: 9.5%

Operations: 8.3%

## **Top Represented Industries:**

High-Tech: 14.3%

Finance: 12.4%

Manufacturing: 10.1%

## **Member Job Titles:**


39% are Manager, Director, Owner, Chief Officer or Vice President



- ✓ Building Your Profile
- ✓ Finding Connections
  - ✓ Reaching Out



- ✓ Building Your Profile
- Create Your LinkedIn Account

 Hmm... looks like you already have a LinkedIn account. [Sign in now.](#)

To join LinkedIn, sign up below ... it's free!

First Name:

Last Name:

Email:

New Password:

6 or more characters

[Join LinkedIn](#) \*

Already on LinkedIn? [Sign in](#)

Save time by using your Facebook account to sign up for LinkedIn

 [Join with Facebook](#) \*

\* By joining LinkedIn, you are indicating that you have read, understood, and agree to LinkedIn's [User Agreement](#) and [Privacy Policy](#)

Suzy, Let's get your professional profile started

I am currently:

\* Country:

\* ZIP Code:


e.g. 94043

\* Company:

\* Job Title:

[Create my profile](#)

\* Indicates required field.

 **A LinkedIn profile helps you...**

- ➔ Showcase your skills and experience
- ➔ Be found for new opportunities
- ➔ Stay in touch with colleagues and friends

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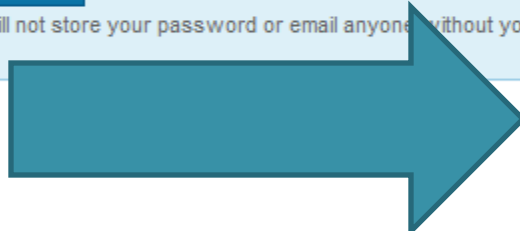
Searching your email contacts is the easiest way to find people you already know on LinkedIn.

Your email:

Email password:

[Continue](#)

We will not store your password or email anyone without your permission.



[Skip this step »](#)

### Confirm Your Google Account

Click below to sign in with Google and verify your email address.

We'll also check your Google contacts to see who you already know on LinkedIn.

[Confirm my Google Account](#)

[Send a confirmation email instead.](#)



Thanks for confirming your email address, nbkyouth12@gmail.com



Congratulations! You've just created your professional profile.

Step 4 of 5

## Suzy Snowflake

Photographer at Suzy Arts Inc  
Greater Chicago Area | Arts and Crafts

I just joined LinkedIn and created my professional profile. Join my network.  
[http://lnkd.in/\\_rbcYV](http://lnkd.in/_rbcYV)

Your profile URL: [http://lnkd.in/\\_rbcYV](http://lnkd.in/_rbcYV)

Count: 98

 Share on Facebook

 Share on Twitter

[Skip this step »](#)

## Your Account is Set Up — Choose Your Plan Level

<b>What Do You Want to Do?</b> <small>What's this?</small>	<b>Premium</b>	<b>Basic (Free)</b>
Create a professional profile and build your network	✓	✓
Join industry or alumni groups	✓	✓
Search & apply for jobs	✓	✓
See who's viewed your LinkedIn Profile	✓	<i>Limited</i>
View the professional profiles of over 135 million people	✓	<i>Limited</i>
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 135 million users	✓	
	<a href="#">Choose Premium</a> Plans starting from \$24.95	<a href="#">Choose Basic</a> Free

[Skip this step »](#)

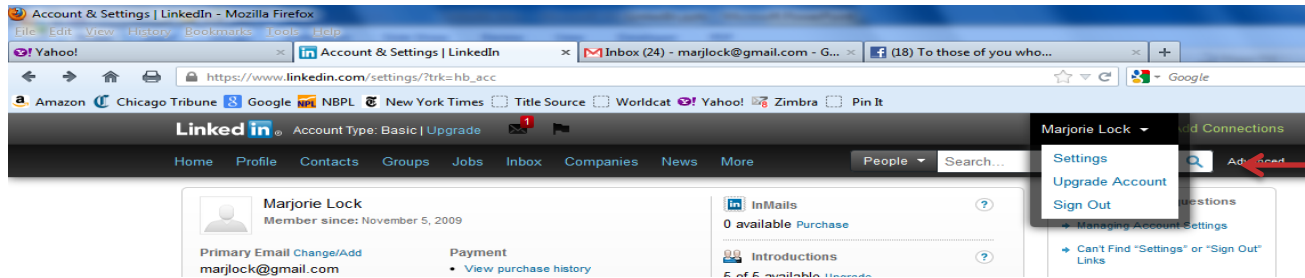
# LinkedIn Home Page

The screenshot shows the LinkedIn home page for a user named Marjorie Lock. The page is divided into several sections:

- Navigation Bar:** Located at the top, it includes the LinkedIn logo, account type (Basic), upgrade options, user name (Marjorie Lock), and navigation links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar and 'Advanced' search options are also present.
- Welcome Message:** A light blue box at the top left says "Welcome, Marjorie! See Who You Already Know on LinkedIn" and prompts the user to get started by adding their email address. It includes a text input field with "marjlock@ameritech.net" and a "Continue" button.
- Share an update:** A section below the welcome message with a profile picture placeholder, a text input field, and "Attach a link" and "Share" buttons.
- LinkedIn Today:** A section with a fire icon and the text "LinkedIn Today recommends this news for you". It features several article thumbnails, including "Best of 2012: What I Learned When I Got Fired (the First Time) Sallie Krawcheck" and "To Climb the Ladder, Try Joining a Group online.wsj.com".
- PEOPLE YOU MAY KNOW:** A section on the right side of the page listing three suggested connections: James Phillipp, Lynn (Stoike) Rundle, and Srinivas Kusunam, each with a "Connect" button.
- LinkedIn Groups:** A section on the right side featuring the "Succeed: Small Business Network" group. It includes a featured discussion, a "Join Group" button, and a note that 7217 members have joined.
- WHO'S VIEWED YOUR PROFILE?:** A section on the right side showing profile view statistics: 14 views in the past 90 days and 20 views in the past 30 days. It includes a button to "Unlock the full list with LinkedIn Premium".
- YOUR LINKEDIN NETWORK:** A section at the bottom right showing "77 Connections link you to 2,480,778+ professionals".
- Recent Activity:** At the bottom left, a notification states "Julie Roth is now connected to Steven McCandless, Store Manager at Sears, Roebuck and Co." with a "Send a message" link.

Red arrows are overlaid on the image, pointing to the navigation bar, the "Share an update" section, the "LinkedIn Today" section, the "PEOPLE YOU MAY KNOW" section, the "WHO'S VIEWED YOUR PROFILE?" section, and the "YOUR LINKEDIN NETWORK" section.

# LinkedIn Account Settings



**Marjorie Lock**  
Member since: November 5, 2009

**Primary Email** [Change/Add](#)  
marjlock@gmail.com

**Password Change**

**Account Type:** Basic  
[Compare account types](#)

**Payment**  
• [View purchase history](#)

**Get More When You Upgrade!**  
• More communication options  
• Enhanced search tools  
[Upgrade](#)

**InMails**  
0 available [Purchase](#)

**Introductions**  
5 of 5 available [Upgrade](#)

**Profile**

- [Email Preferences](#)
- [Groups, Companies & Applications](#)
- [Account](#)

**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 »](#)
- [Show/hide "Viewers of this profile also viewed" box](#)

**Settings**

- [Manage your Twitter settings](#)
- Helpful Links**
- [Edit your name, location & industry »](#)
- [Edit your profile »](#)
- [Edit your public profile »](#)
- [Manage your recommendations »](#)



## Creating Your Profile

# LinkedIn Profile Sections

- Basic Information
- Skills
- Summary
- Experience
- Education
- Other Sections
- Connections
- Recommendations
- Links and Additional Information





## -Describe Yourself

- Summary paragraph
- Current and past employment
- Add a picture



# Marjorie Lock

Experienced Knowledge Manager and Information Professional


Greater Chicago Area | Information Services


Current Northbrook Public Library, Follett Software  
Previous College of American Pathologists (CAP), Wave 3 Learning, Home School, Inc.  
Education Indiana University Bloomington

Improve your profile

Edit ▼

77 connections

 [www.linkedin.com/in/marjorielock](http://www.linkedin.com/in/marjorielock)

 Contact Info

## BACKGROUND



### SUMMARY

Accomplished knowledge management professional with a strong background in project management, database design and development, content management, indexing and e-learning. Experience includes web content creation, curriculum development, information research, user training, classroom teaching (high school and middle school language arts) and tutoring.

Specialties: MS Office (PowerPoint, Word, Excel, Access), database design and development, user training, customer service, integrated library systems, web content editing, content management, search engine analytics, keywording, indexing, library and information center management, curriculum design



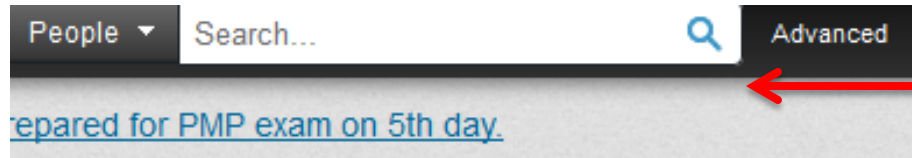
**Finding Connections**

# Kinds of Connections

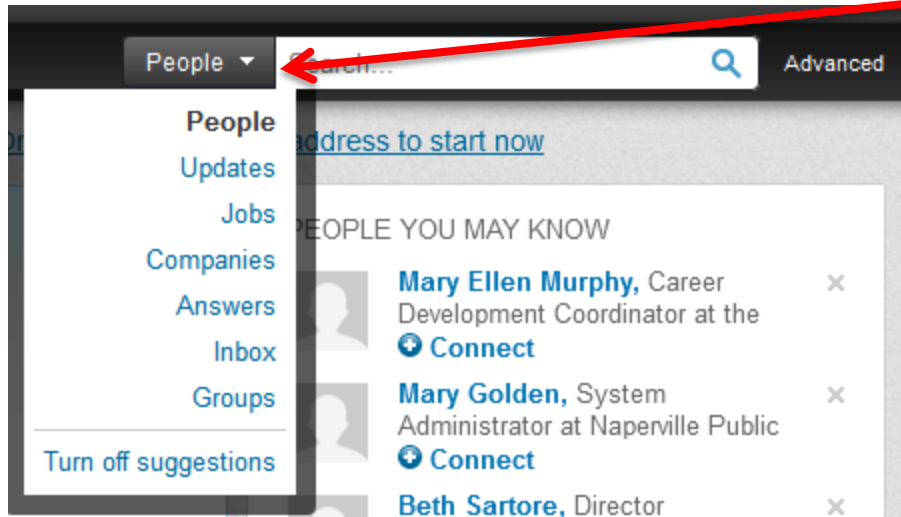
- 1<sup>st</sup> Degree
  - Direct connections (you either invited them or accepted their invitation)
- 2<sup>nd</sup> Degree
  - Linked In members who are connected to your 1<sup>st</sup> degree connections
- 3<sup>rd</sup> Degree
  - Linked In members who are connected to your 2<sup>nd</sup> degree connections
- Groups

# Searching for Contacts

- LinkedIn search box



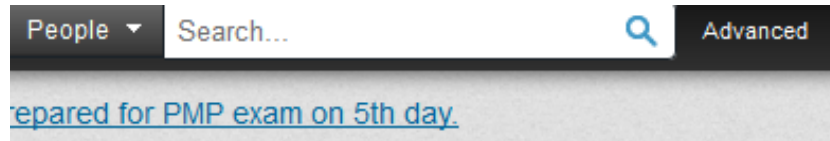
Quick search



Options

# Get Connected

- Do a LinkedIn People search



- Make contact

## Dick Reeves

2nd

Industry Sales Manger - Resource Recovery at General Kinematics Corporation

Crystal Lake, Illinois | Machinery

Current General Kinematics Corporation

Previous General Kinematics Corporation, PHLAUER / A&J Mixing International, Eirich Machines, Inc. / American Process Systems

Education University of Illinois at Chicago

Connect

Send InMail



133  
connections

# Connections (con't)

 **Invite Dick to connect on LinkedIn**

How do you know Dick?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Dick

**Include a personal note:** (optional)

I'd like to add you to my professional network on LinkedIn.

- Marjorie Lock

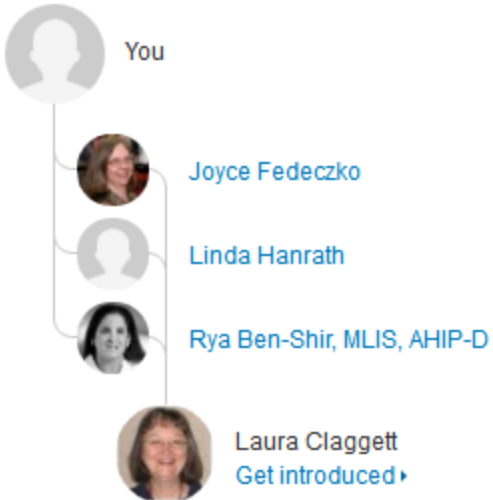
**Important:** Only invite people you know well and who know you. [Find out why.](#)

or

# Introductions

- Contact a connection




HOW YOU'RE CONNECTED








# Get Introduced

Introduction Request ×

 **Marjorie Lock**   **Laura Claggett**

**Who should make the introduction?**

Showing 3 shared connections between you and Laura Claggett.

-  **Joyce Fedeczko**  
LAC Group Project Manager on Assignment at BP 63 Shared Connections
-  **Linda Hanrath**  
Retired Corporate Librarian at Wm. Wrigley Jr. Company 27 Shared Connections
-  **Rya Ben-Shir, MLIS, AHIP-D**  
President, Principal Shir Solutions, Inc 21 Shared Connections

# Send Your Request

Introduction Request

Marjorie Lock

Linda Hanrath  
[Change](#)

Laura Claggett

**Craft your message like a pro:**

- 1. State your intent**  
Be clear about why you're asking for an introduction.
- 2. Give an out**  
Be professional and give Linda Hanrath a way to say no.

Subject

Tell Linda Hanrath why you want to get introduced  
(may get forwarded to Laura Claggett)

[Send Request](#) [Cancel](#)

# Need Help?

LinkedIn Learning Center

<http://learn.linkedin.com/>

Thank You for Coming!

What questions can I  
answer for you tonight?