

Social Media Fast-track

Setting Up The Major Social Media Sites

Objectives:

- 1) Setting Up Facebook
- 2) Setting Up Twitter
- 3) Setting Up Youtube
-  **4) Setting Up LinkedIn**
- 5) Setting Up Google+
- 6) Setting Up Local Directories

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Introduction to LinkedIn

LinkedIn

What Is It?

LinkedIn is the world's largest professional network with over 135 million users and growing rapidly.

Why Is It Important?

It helps you exchange knowledge, ideas, and opportunities with a broader network of professionals. It has been described as having "become the de facto tool for professional networking".

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Step
1

Go to www.linkedin.com. Fill in the information and click on "Join Now"

Objective 4 Setting Up LinkedIn

The screenshot shows the LinkedIn sign-up page. At the top left is the LinkedIn logo. To the right are input fields for 'Email' and 'Password', with a 'Forgot your password?' link and a 'Sign In' button. Below the logo is the slogan 'Be great at what you do.' and a stack of profile cards. The top card features a photo of Mae O'Malley, a quote: 'LinkedIn connects me to opportunities and talent in my area.', and her title: 'Mae O'Malley - Founding Attorney at Paragon Legal'. To the right of the cards is the registration form with the heading 'Get started - it's free.' and the subtext 'Registration takes less than 2 minutes.' The form includes fields for 'First Name', 'Last Name', 'Email', and 'Password (6 or more characters)'. A yellow 'Join Now' button is at the bottom of the form, with a note: 'By clicking "Join Now" or using LinkedIn, you agree to our User Agreement and Privacy Policy.' Red annotations include a circle with the number '1' pointing to the four input fields, and a circle with the number '2' pointing to the 'Join Now' button.

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Step
2

Enter in your Zip Code, Job Title & Company. If you click "I am self-employed", select the category that best describes your business. Click on "Create my profile"

1

The screenshot shows the LinkedIn profile creation interface. A red circle with the number '1' has three arrows pointing to the 'ZIP Code', 'Job title', and 'Company' input fields. Another red circle with the number '2' has an arrow pointing to the 'Create my profile' button. The form includes a dropdown for 'I live in' (set to 'United States'), a 'ZIP Code' field (with 'e.g. 94043' as a hint), radio buttons for 'I am currently' (Employed, Job Seeker, Student), a 'Job title' field, a checkbox for 'I am self-employed', and a 'Company' field. A sidebar on the right contains a lightbulb icon and the text 'A LinkedIn profile helps you...' followed by three bullet points: 'Showcase your skills and experience', 'Be found for new opportunities', and 'Stay in touch with colleagues and friends'. The footer of the form reads 'LinkedIn Corporation © 2012 | Commercial use of this site without express authorization is prohibited.'

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Step
3

You can now search your email contacts list to find people you already know on LinkedIn. Click on "Continue"

LinkedIn

See Who You Already Know on LinkedIn Step 2 of 7

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 »](#)

2

1

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Step
4

A confirmation email was sent to your email account that you used to sign up. Click the "Click Here" link in the email. Another window will open, press "Confirm" to confirm your email address.

1

LinkedIn

[Click here](#) to confirm your email address.

If the above link does not work, you can paste the following address into your browser:

<https://www.linkedin.com/e/csrf/NX7/-w0y9by-gybzvieg-3v/cnf/zviRlc1S538t1vHqHm0fRTyqUlp6CTvoDQe/?hs=false&tok=1CbN8KhSPUTB41>

You will be asked to log into your account to confirm this email address. Be sure to log in with your current primary email address.

We ask you to confirm your email address before sending invitations or requesting contacts at LinkedIn. You can have several email addresses, but one will need to be confirmed at all times to use the system.

If you have more than one email address, you can choose one to be your **primary email address**. This is the address you will log in with, and the address to which we will deliver all email messages regarding invitations and requests, and other system mail.

Thank you for using LinkedIn!

—The LinkedIn Team
<http://www.linkedin.com/>

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2

Confirm Your Email Address

Confirm the email address

After clicking the button below you will be asked to sign in to your account to confirm this email address.

Confirm

Step
5

Go to www.linkedin.com. Fill in your email address and password and click on "Sign In"

Objective 4 Setting Up LinkedIn

LinkedIn  Account Type: Basic

[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) [Companies](#) [News](#) [More](#)

People ▾ Search...

Sign in to LinkedIn

Email address:

Password:

[Forgot password?](#)

[Sign In](#) or [Join LinkedIn](#)

LinkedIn Corporation © 2012 | [User Agreement](#) | [Privacy Policy](#) | [Copyright Policy](#)

1

2

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Step
6

Select any of the people that you may know and then click
"Add Connection(s)" or just click on "Skip this step"

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The screenshot shows the LinkedIn 'Do You Know These People?' interface. At the top, there is a green notification bar with a checkmark and the text 'Thanks for confirming your email address, flip@fdr-investors.com'. Below this is the title 'Do You Know These People?' and a progress indicator 'Step 3 of 7'. The main instruction reads: 'Select people you know and trust, and connect with them to stay in touch.' There is a 'Select All' checkbox (unchecked) and a 'None selected' status. A list of eight people is displayed in two columns, each with a profile picture and a selection checkbox. The names and titles are: Dani Lynn Robison (Owner, Realtor, Investor at FDR & Associates), Flip Robison (Managing Partner at FDR & Associates), Esmeralda Lira (Creative Real Estate Broker), Shenoah Grove (Vice President at Love American Homes), Phill Grove (Founder at REI Training Institute LLC), Karlos Knox, Eric Lee (Realtor at Nextage Captex Realty), and Dawn Moss (Admin Assist @ Office of the Attorney General). At the bottom, there are two buttons: 'Add Connection(s)' and 'or Skip this step »'. Red annotations include a circle with the number '1' and four arrows pointing to the selection checkboxes of Dani Lynn Robison, Esmeralda Lira, Phill Grove, and Eric Lee. A second circle with the number '2' has an arrow pointing to the 'Add Connection(s)' button, and another arrow points to the 'or Skip this step »' text.

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Step
7

Now you can share your new profile on your Facebook and Twitter accounts, or you can click on "Skip this step"

The screenshot shows the LinkedIn profile creation interface. At the top left is the LinkedIn logo. Below it, a blue banner reads "Congratulations! You've just created your professional profile." To the right of this banner is a progress indicator showing "Step 4 of 7" with a blue bar. The main content area displays the profile for "Joe Smith", a "Manager" in the "United States" | "Real Estate" industry. Below the profile information is a light blue box containing the text: "I just joined LinkedIn and created my professional profile. Join my network. http://lnkd.in/9JfUmh". Underneath this box, it says "Your profile URL: http://lnkd.in/9JfUmh" and "Count: 98". At the bottom of the interface are three buttons: "Share on Facebook" (with a Facebook icon), "Share on Twitter" (with a Twitter icon), and "Skip this step »". Three red arrows point to each of these buttons from below the screenshot.

Objective 4 Setting Up LinkedIn


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Step
8

You have signed up for a FREE account but you can upgrade to their "Premium" account at this time, or you can click "Skip this step"

LinkedIn



Your Account is Set Up — Choose Your Plan Level

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 135 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 135 million users	✓	

[Choose Premium](#) [Choose Basic](#)

Plans starting from \$24.95 Free

[Skip this step »](#)



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Step
9

We are almost there.... Enter in your current position and company, and enter where else you have worked.
Or you can click on "Skip"

Welcome, Joe. Let's improve your profile. ×

What is your current position?

Job Title at Company

Where else have you worked? ×

Job Title at Company

No more positions

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Step
10

Enter in where you went to school and any other skills you may have.

Where did you attend school? ×

School Name

Save **Skip** I have listed all my schools

Add skills: ×

Skill Name Skill Name Skill Name

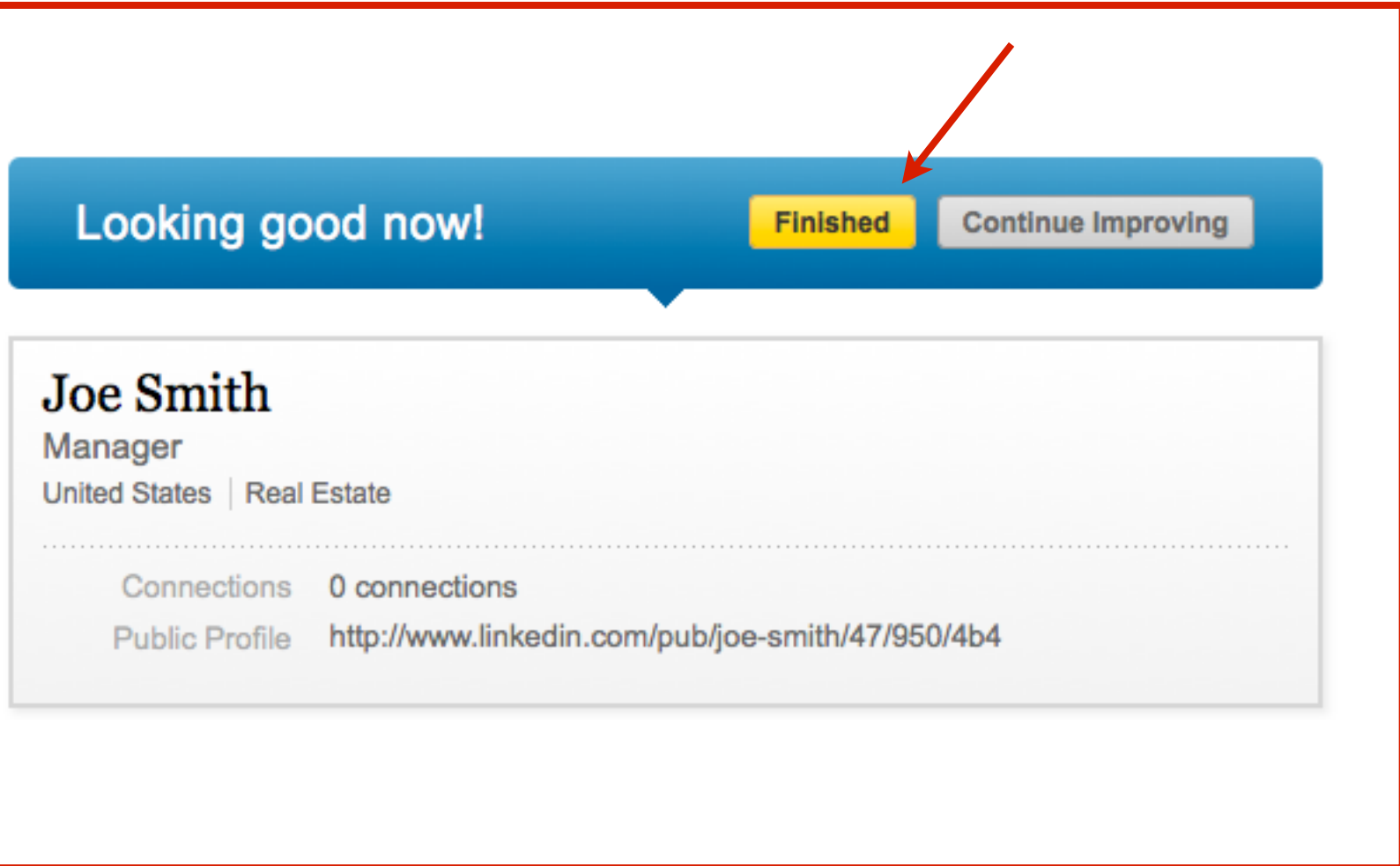
Save **Skip**

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Step
11

All of the information that you have been entering will be in this box under your name. If it is good, then click on "Finished" or you can click on "Continue Improving" to add more.



The screenshot shows a blue notification box with the text "Looking good now!". To the right of this text are two buttons: a yellow "Finished" button and a grey "Continue Improving" button. A red arrow points to the "Finished" button. Below the notification box is a profile card for "Joe Smith", Manager, United States | Real Estate. The card shows "Connections 0 connections" and "Public Profile" with the URL <http://www.linkedin.com/pub/joe-smith/47/950/4b4>.

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Step
12

Click on "Profile" and then select "Edit Profile"



[Executive Leadership - Earn an Executive Leadership Certificate from Cornell University Online.](#)

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Step
13

Now you can see everything that you have added to your profile. Also you now have a profile URL to add to your website. You will also see what % completeness you have.

Objective 4 Setting Up LinkedIn

LinkedIn Account Type: Basic Joe Smith Add Connections

Home Profile Contacts Groups Jobs Inbox 1 Companies News More People Search... Advanced

Executive Leadership - Learn Ivy League Management At eCornell. Get Info. From: eCornell

Joe Smith Edit
Manager
United States | Real Estate

+ Add Photo

Post an update

Current + Add a current position
Past + Add a past position
Education + Add a school
Recommendations + Ask for a recommendation
Connections + Add connections
Websites + Add a website
Twitter + Add a Twitter account
Public Profile <http://www.linkedin.com/pub/joe-smith/47/950/4b4> Edit

Share PDF Print

NEW Add sections to reflect achievements and experiences on your profile. Add sections

Improve your Profile View profile

5% profile completeness

Complete your profile quickly
Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)

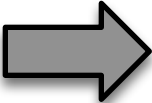
- + Add a position (+20%)
- + Confirm your current position (+5%)
- + Describe your current position (+5%)
- + Add your skills (+5%)
- + Add your education (+25%)
- + Add a picture (+5%)
- + Add connections (+10%)

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Next Video...

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