

## Top 10 Tips to using LinkedIn

1. **Use LinkedIn as an online version of your CV:** Upload information about yourself, your skills and experience and the industries you have worked in. Try to use as many different words as possible to describe what you do, as this will ensure that you feature in relevant searches
2. **Connect with people:** Invite people known to you who have good networks of their own, and with whom you feel comfortable sharing information and advice
3. **Be sure about connections:** Say yes to initiations you are **sure** about, bearing in mind that if you refuse an invitation from someone that person can never invite you again. If you are unsure, use the Archive button
4. **Make your connections worthwhile:** Facilitate introductions for others when asked, keeping your focus on building useful relationships to help you achieve your goals
5. **Write recommendations for others:** Write a recommendation for someone. In return, you may find people send you recommendations for you to feature on your home page
6. **Join some groups:** Join groups and monitor the briefings for articles and discussions that interest you. There are no limits to the number of groups you can join
7. **Keep people informed:** Use the box on your home page to update your network about your activities
8. **Keep your eye out for jobs:** Use the Jobs tab to keep up to date with new vacancies. More and more openings are exclusive to LinkedIn, with organisations bypassing traditional recruitment companies
9. **Check out companies and organisations:** The Companies tab should become your best friend. You can use it to search out profiles of companies you are interested in, and also to find people you already know who are working there or have worked there in the past
10. **Be honest:** Overall, ensure that whatever you say about yourself is truthful. Do not forget, all of your past and future colleagues will be reading your profile at some point, so resist the temptation to embellish