LinkedIn Helpful Tips

Courtesy of Terry Sullivan, LinkedIn Expert

Customizing Your Public Profile URL

How do I create a custom public profile URL?

You can customize your public profile URL when you edit your public profile from the Settings page. Custom public profile URLs are available on a first come, first served basis.

- Go to Settings and click "Edit your public profile".
- In the "Your public profile URL" box on the right, click "Customize your public profile URL" link.
- Type the last part of your new custom URL in the text box.
- Click Set Custom URL.

Note: Your custom URL must contain between 5 - 30 letters or numbers (please do not use spaces, symbols, or special characters).

Searching for Specific Results

How do I search for a specific person, company, or job? You can do a basic, advanced, or complex search (e.g. Boolean) by using the search dropdown menu in the upper right-hand corner of any page.

Basic searches - Use the dropdown menu to select the type of search you'd like to run. You can search for people, companies, or jobs. You can search for content within updates, answers, groups, or inbox.

Advanced searches - Advanced search is available for people, jobs, and answers. After you select one of these options from the search menu, click the Advanced link (to the right of the search box) to see all fields and filters.

Boolean searches - The site doesn't support wildcard searches, but you can use advanced search operators and Boolean logic. You can also use these Boolean search types to refine your results:

- Quoted searches - For exact phrase, enclose phrase in quotation marks (ex. ”product manager").
- NOT searches - To exclude a particular term, type that term with an uppercase NOT immediately before it (e.g. NOT computer).
- OR searches - To see results that include just 1 of 2 or more terms, separate those terms with an uppercase OR (e.g. sales OR marketing).
- AND searches - To get results that include 2 or more terms, you can use the upper-case word AND as a separator (e.g. manager AND director). Note: You don't need to use AND. If you search 2 or more terms, you'll automatically see results that include all of them.
- Parenthetical searches - To do a complex search, you can combine terms using parentheses. For example, to find people who have "VP" in their profiles, or have director AND division in their profiles, type: VP OR (director AND division).

Saved People Search

How do I save a people search?

To save a people search, click Save Search in the upper right of your results page. With your saved search you'll receive alerts when new people match your search criteria. To view and manage your saved searches click the Saved Searches link on the right side of your results page. If you're not on a results page:

1. Click the Advanced link in the search box of any page (with the search type set to "People").
2. Select the Saved Searches tab.
3. Click the Settings link to choose how often you'd like to receive an email alert of new results and click Save.
4. Click the search's name to view a current search using the original criteria.

The number of saved searches and notification frequency vary by membership type. All LinkedIn members get at least 3 saved searches that allow you to name the search and receive updates. A box to the right of your saved searches will tell you how many saved searches your account type allows.

Requesting a Recommendation
How do I request a recommendation?
You can ask your connections to recommend your work from the Request Recommendations tab.

Go to the Profile menu at the top of your home page and click Recommendations.
Click the Request Recommendations tab.
"Choose what you want to be recommended for" from the drop down menu.

If the position or school isn't listed, you can click the link to add a "job" or "school" to both this menu and your profile.

"Decide who you'll ask" by either entering names of connections into the text field or clicking on the address book icon to search through your connections.

In your address book's Choose Connections module, check the boxes next to the names you want to add and then click Finished.
When you request a recommendation from multiple people in one message, each recipient will receive an individual email.

"Create your message" for the recommendation request by using the message provided or personalizing your note. Click Send.

Building Your Professional Network
How do I build my professional network?
You can begin by connecting with professional contacts you know and trust.

To start building your network, consider these tools:
Invitations to connect can be sent to anyone you have an email address for (LinkedIn member or otherwise). Once the invitation is accepted, you can send a message directly through LinkedIn. Learn how to send an invitation.

Introductions can be sent through one of your direct connections to help you communicate with a LinkedIn member who is two or three degrees away from you. Learn more about introductions.

InMails are private messages that allow you to directly contact any LinkedIn member who isn't a 1st degree connection, while protecting the recipient's privacy.

Introducing Two Connections
How do I introduce two of my connections to each other?
If you want to introduce two connections that could benefit from knowing each other, you can click the **Share** icon from one of their profiles and then send the message to both of them. They can use the email addresses from your message to correspond or send invitations to connect on LinkedIn.

1. Search for one of the connection's profiles from the top of your home page.
2. From results, click their name.
3. Click the Share icon from the profile overview section.
4. Enter each recipient's name.
5. Modify the message to explain how they could benefit from knowing each other.
6. Click Send Message.

Requesting an Introduction

How do I request an introduction to someone I am not currently connected to?

If a member is within your extended network, you can click the "Get introduced through a connection" link shown on the member's profile. An introduction lets you contact members who are 2-3 degrees away from you.

1. Locate the member's profile.
2. Click "Get introduced through a connection" on the right side of the profile.
3. If only one person can make the introduction, the Request an Introduction page will appear. Otherwise, select one person from the list of connections available to make the introduction.
4. Enter a subject for your message.
5. Write a message to the person who will introduce you and be clear about why you're asking for an introduction. This message may eventually be seen by person you want to be introduced to.
6. Click Send Request.

If the member isn't within your network, you might be able to click the Send InMail link to contact them. If they are a fellow group member, you can send a message to them directly.

Finding Additional Job Candidates (For recruiters)

How can I find additional candidates on LinkedIn?

You can find job candidates on LinkedIn by doing an advanced people search, and then send them an InMail or request an introduction to get in contact. There's also Talent Finder and Recruiter, which are two of our subscription products.

1. To find candidates using search:
2. Click the Advanced link next to the search box in the upper right of your homepage.
3. On the Advanced People Search tab, enter criteria for your ideal candidate. Premium members may have additional filters available.
4. Select how you'd like your results sorted and displayed using the Sort By and Views menus at the bottom of the page.
5. Click Search to get a list of members that meet your criteria.
6. Use the dropdown menu to the right of each person's search summary to see contact options.

You can also use a LinkedIn Talent Finder subscription to find top passive candidates faster and reach them directly with InMail, even if you don't know them.

If you're a corporate recruiter who needs ongoing access to top passive candidates, you may want to learn more about LinkedIn Recruiter, our most powerful recruiting solution.

Withdrawing an Introduction

How do I withdraw an Introduction?

You can click Withdraw from within the sent introduction message if it is In Progress (not expired or already responded to).

1. Click Inbox at the top of your home page.
2. Click Sent on the left.
3. Click the All Messages filter (above the first message, towards the right) and select Introductions.
4. Click the subject line to open an introduction that has In Progress next to the person's name.
5. Click Withdraw at the bottom of the introduction.

If Withdraw isn't there, the introduction has expired or has already been responded to.

Withdrawing an introduction allows you to send another one if you have too many outstanding Introductions. You can also:

Upgrade to a Premium account that allows more outstanding introductions at one time.

Wait for the introduction to expire or be accepted before sending another one.

Note: If you delete a sent Introduction request from your LinkedIn Inbox, then you will not be able to withdraw the pending introduction. Instead, you'll need to wait until the Introduction expires or contact us for assistance.

Recalling / Editing a Sent Message
Can I recall or edit a sent message, InMail or introduction?
These types of messages are not delayed in their delivery so once they're sent, you cannot recall or edit the messages. You might consider sending a second message with an update or a request to disregard the previous message.

Withdrawing a Pending Request to Join a Group
How do I remove my pending request to join a group?
You can remove your pending request to join a group from the **Your Groups** page.

1. Click Groups at the top of your home page.
2. Scroll down and locate the group's name.
3. Click the Withdraw request link.

Finding Your Total Available InMails and Introductions
How do I find out how many InMails and Introductions I have available?
You can find the number of available InMails and Introductions from the top section of your Settings page.

Accepting an Introduction - Member's Name Not in Connections List
Why don't I see the person's name in my list of connections after I've accepted an introduction?
An introduction is different than an invitation. To add someone as a connection, first you have to invite them to connect, or accept an invitation they've sent to you.

Declining a Requested Recommendation
What if I don't want to provide a requested recommendation?
Many of you receive email requests from other members that say, "Can you endorse me?" If you'd don't wish to provide a recommendation:

- You can ignore the email if it came to your personal email address, and delete it.
- If the email came to your LinkedIn inbox, you can check the box next to the member's name and click Delete. Or you can click Archive if you'd like to think about it.

Pending Group Membership
Why is my membership request shown as pending approval of the group manager?
Below are the main reasons your membership could be pending:

- The manager is still in the process of reviewing your request.
- Subgroup membership is always in pending status until you are also a member of the parent group. The manager of the parent group may not have approved your membership yet.
- You may have attempted to join the group with an email address different than the one the group manger pre-approved or used to send you the group invitation.

From the Groups You've Joined page, you can do one of the following:

- Click the Send message link under the group or subgroup and ask the manager to review your pending request.
- Click the Withdraw request link and consider joining another group instead.

You can also reply to the message if you'd like to provide an explanation for why you declined request.

Finding and Joining a Group
How do I find and join a group like CAREER SOLUTIONS?

Expand All Collapse All
You can find and join LinkedIn groups from the Groups Directory or the Groups You May Like page. Please note that there may be multiple groups on LinkedIn for each interest, organization, or affiliation.

Finding a group you want to join:

1. Move your cursor over Groups at the top of your homepage and select Groups Directory from the dropdown menu.
   - Browse the Featured Groups on the page.
   - Search for a group using the Search Groups box on the left.
2. Move your cursor over Groups at the top of your homepage and select Groups You May Like from the dropdown menu.
   - Browse through our list of suggested groups.

Choosing the right group for you:
You can get more details about a group and find out if people in your network are members on the Group Profile page.

- Click a group's name to view its Discussions page.
- Click the More… tab under the group's name and select Group Profile.

Joining a group:

- Click Join Group on the group Discussions page or anywhere you see the button.
  OR
- Respond to an invitation from a group member or manager.

Sending Announcements to Group Members
How do I email an announcement to my Group members?
Group managers can send up to one group announcement per week to members who have chosen to receive such emails.

1. Click Groups at the top of your home page.
2. Click the group's name.
3. Click the Manage tab.
4. Click Send an Announcement on the left.
5. Enter Subject (max 200 characters) and Message (max 4000 characters). By default, each announcement is sent as an email to members and also posted as a featured discussion within the group.
6. Click Send Announcement.

Exporting a Current List of Your Group Members
How do I export a list of current members of my group?
In order to respect the privacy of group members, it's not possible to export a list of group members and their email addresses.

Changing the Visibility of a Group on Your Profile
How do I control the visibility of a LinkedIn group logo on my profile?
If your group manager allows it, you can change the visibility of the group logo on your profile when you edit your profile from your Settings page.

1. Click Profile at the top of your home page.
2. Scroll down to the Additional Information section.
3. Click the Change visibility link under the group listed in the Groups and Associations section towards the bottom of your profile. If the Change visibility link isn't there, you're probably in a private group.

4. Go to the Group Logo section and choose if you want to display the group.
5. Click Save Changes.

Note: Members from your group will still be able to see the logo in your Profile. You can also edit your public profile to prevent your groups from showing on your public profile. Check or uncheck the box next to Groups under the Additional Information section on the right side of the page.

Communicating with a Fellow Group Member
How do I send a message to a group member and allow them to contact me?
Expand All Collapse All
You can send a message to a group member without being connected and adjust your Member Message settings from within the group.

To send a free message to a group member:

1. Click Groups at the top of your home page.
2. Click the group's name.
3. Click the Members tab.
4. Move your cursor over the member's name and click the Send message link revealed on the right. This link will appear if the member's settings allow them to be contacted by other group members.
5. Create your message and click Send Message.

Note: You can also click on a member's picture from the Discussions page and then click Send message.

To view or adjust your Member Messages settings:

1. Click Groups at the top of your home page.
2. Click the group's name.
3. Click the group's More tab.
4. Click My Settings.
5. Next to Member Messages, check or uncheck the box next to "Allow member of this group to send me messages via LinkedIn."

Withdrawing a Pending Request to Join a Group
How do I remove my pending request to join a group?
You can remove your pending request to join a group from the Your Groups page.

Click Groups at the top of your home page.
Scroll down and locate the group's name.
Click the Withdraw request link.

Attaching a File to a Message
Can I attach a photo or document file to a message I send through LinkedIn?
LinkedIn currently does not support functionality that allows members to send or upload attachments in messages, introductions, or InMails. You can send members attachments through shared email addresses once you make a connection.

Editing a Company Page
How do I edit a Company Page?
Expand All Collapse All
First, make sure you meet the requirements to edit your Company Page. **Note:** company name changes can only be made by our Company Page team.

To edit information on your Company Page:

1. Click Companies near the top of your home page and search for your company.
2. On the search results page, click your company name.
3. Click Admin tools in the upper right and select Edit.
4. Make your changes and click Publish to save.

If the Edit button isn't visible, make sure your profile is associated with the correct company.

If you still can't make edits to your Company Page and you meet the requirements to edit your Company Page, please contact us with the following information:

1. Your company name.
2. The changes you want to make.

Character limits for key fields on a Company Page:

- Company Name: 100 maximum characters.
- Description: 200 minimum and 2000 maximum characters.
- Specialties: 256 maximum characters.
- Website URL: 256 maximum characters.

Adding a Company Page

How do I add a Company Page?

A Company Page helps others learn more about your company's job opportunities, work culture, products, and services. You can create one from the Add a Company page.

First, make sure you meet LI requirements to add a Company Page and that your current company doesn't already have one. Companies without their own distinct email domain (e.g. yourcompany.com) can't create a Company Page. In this case, you might create a group to promote your company instead.

To add a Company Page follow these steps or see the video below for a short overview:

1. Click Companies near the top of your home page.
2. Click the Add a Company link in the upper right area of the page.
3. Enter your company's official name and your work email address.
4. Click Continue and enter your company information.
    - If the work email address you provide is an unconfirmed email address on your LinkedIn account, a message will be sent to that address. Follow the instructions in the message to confirm your email address and then use the instructions above to add the Company Page.
    - A red error message may appear if you have problems adding a Company Page.

Requirements to Add or Edit Company Pages

Who can add or edit a Company Page?

You can add a new Company Page or edit the existing Company Page only if you meet all of the following requirements:

1. You're a current company employee and your position is on your profile.
2. A company email address (e.g. john@companyname.com) is one of the confirmed email addresses on your LinkedIn account.
3. You associate your profile with the right company. You must click on a name from our company name dropdown list when you edit or add a position on your profile.
4. Your company's email domain is unique to the company.
5. Your profile must be more than 50% complete.
6. You must have several connections.

Note: Common email domains like yahoo.com, gmail.com, and hotmail.com can't be used when creating a company page because they're not unique to an individual company. Consider creating a group if your company doesn't have a unique email domain.

If your page already has an administrator, the Overview tab will show this message: "To edit company pages please contact an admin. See admin list". Clicking the See admin list link will show your administrator.

Promoting Events on LinkedIn
How can I promote my event on LinkedIn, beyond telling my network about it?

Creating an Ad
How do I create an Ad?
If you have a LinkedIn account and a credit card, you can start or manage an ad campaign on the Advertise on LinkedIn page. To create a new ad:

1. Move your cursor over Home on your home page and click Advertise on LinkedIn.
2. Click Start Now and follow the steps.
3. Create and test up to 15 variations of the same ad. Tip: Choose a URL (up to 500 characters) specific to the product or service you're advertising, not your homepage. The domain must match the display URL.
4. Select a target audience for your ad.
5. Set a daily budget and bid on how much you're willing to pay for clicks or impressions.
6. Enter your billing information.

Adding Blog to Profile
How do I post my blog on my Profile?

Showcase your blog posts immediately and enhance your personal brand by adding LinkedIn Applications like Blog Link or WordPress.

WordPress will sync your blog with your profile.

- Supports only WordPress blogs.
- You'll enter your WordPress blog URL when you add the app.
- Profile viewers will see your recent blogs.
- Your connections will get updates when you add blog content.

Blog Link will show your blog and blogs from your network.

- Supports TypePad, Movable Type, Vox, Wordpress.com, Wordpress.org, Blogger, LiveJournal, and many others.
- To display your blog, add your blog URL to the Websites section of your profile.

Other ways to promote your blog:

- Edit your profile and enter your blog URL in the Websites and Summary sections.
- Share the link to your blog with your connections or groups.
- Share your updates from LinkedIn to Twitter.
- Ask others to like it and share it too.

Note: Actual applications may only be available in English.

Finding Messages in Your Inbox
How do I filter and search for messages in my Inbox?

Quickly locate a message in your Inbox by entering keywords into the "Search Inbox" field on the left side of the page, and then clicking the magnifying glass icon.

You can also filter your messages by clicking All Messages or Newest in the upper right area above the top message.

Accessing LinkedIn Today
How do I access LinkedIn Today?
Last Updated: 02/23/2012 access LinkedIn Today:

- Click News at the top of your home page.
- Tap News in your LinkedIn iPhone application.
- Type linkedin.com/today.

Following and Unfollowing a News Source or Industry on LinkedIn Today
How do I follow or unfollow a news source or industry?
u can follow and unfollow a news source or industry on LinkedIn Today.

1. Go to News at the top of your home page.
2. Click the "?" in the upper right corner of LinkedIn Today.
3. Select Follow/Unfollow.
4. Choose the Industries or Sources tab.
5. Click Follow or Unfollow.

You can also click Follow or Unfollow from the news source or industry page on LinkedIn Today.

Digest Emails and Home Page Updates for LinkedIn Today News
How do I control news updates on my home page and LinkedIn Today top news digest emails?
You can set the frequency of top articles news digest emails from the **Email Preferences** section of your Settings page.

- Choose **Daily**, **Weekly** or **No Email** (to opt out).

You can customize the News updates you see on your home page from the Accounts section of your Settings page.

- Scroll down to the News section and check the box next to the option you want.

Privacy Settings for What I Share on LinkedIn Today
When do articles I share, like or comment on show up in LinkedIn Today?
LinkedIn Today shows top articles that have been publicly shared and tweeted on LinkedIn.