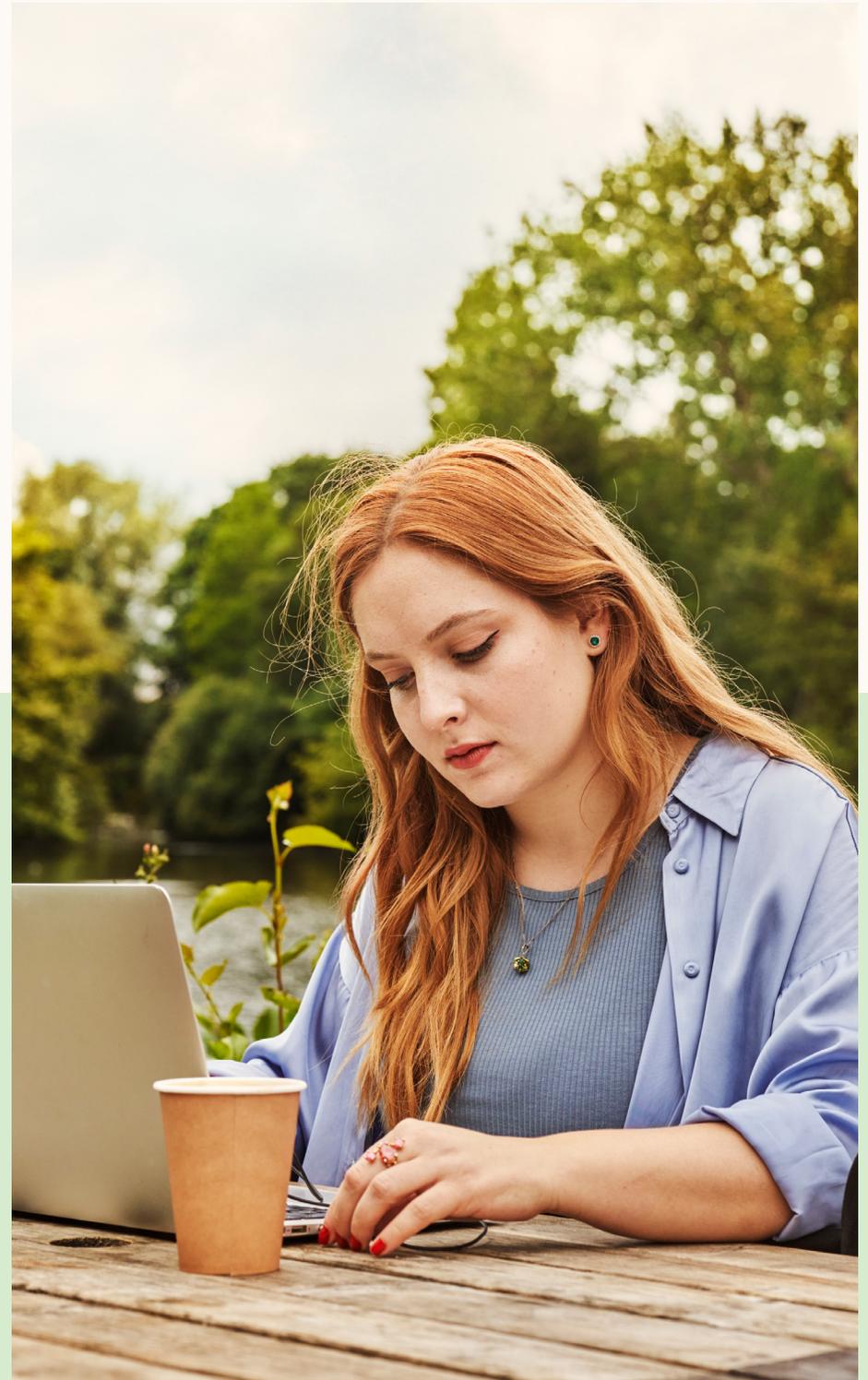


# Get started with LinkedIn

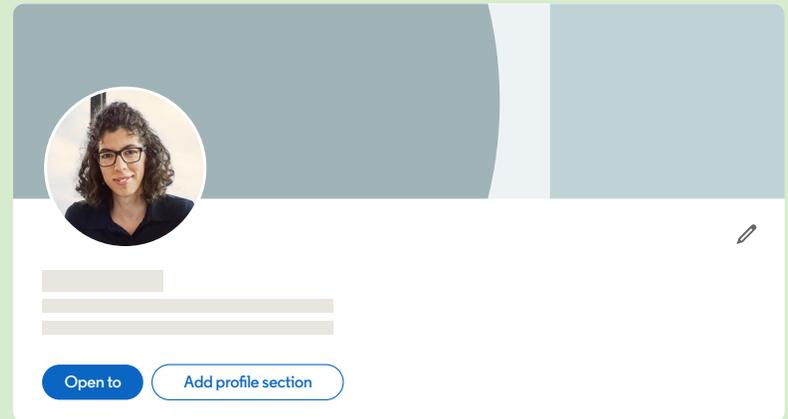
5 steps that can help you tell your story and find a job using LinkedIn



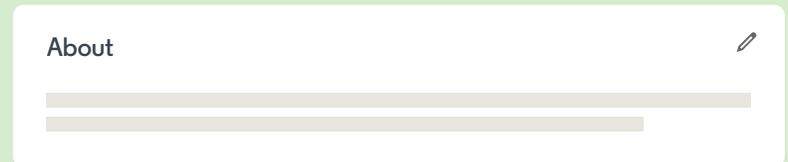
## Step 1

# Tell your story on your LinkedIn profile

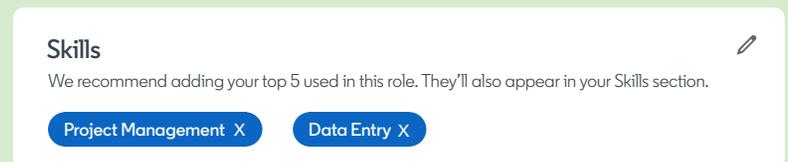
Everyone has a professional story, even if you're just getting started. Use your LinkedIn profile to share your story and highlight the skills and experiences that make you unique.



Click **Add profile section** to add information like education, work and internship experience, volunteer experience, skills and more.



Click the pencil icon in your **About** section to summarize who you are (*1-2 sentences*), your experience, skills, and passions (*3-5 sentences*), and future goals (*1-2 sentences*).



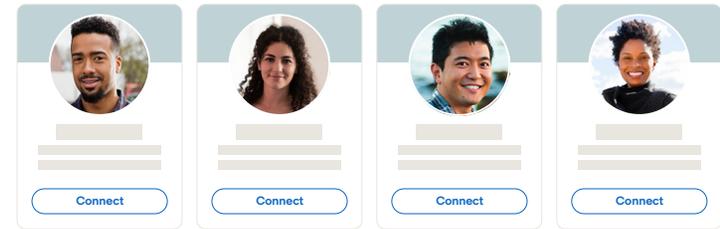
**Add skills** to the Experience section of your profile to let employers know what you can do. 75% of hirers say context about how a skill was used is the most credible signal of competency.

## Step 2

# Build relationships to explore career paths

You can connect with anyone on LinkedIn, from friends to potential employers. Fill your network with people who share your interests and can help you achieve your goals.

### People you may know



Click **My Network** and explore the **People you may know** suggestions to find existing connections.



Search for people who work in industries or at companies that interest you.

### Add a note to your invitation



Hi Anne, I attended the career panel you participated in today. I'd love to join your network.

Send

Use the **Add a note** feature whenever you send a connection request to make it clear why you're reaching out.

### Step 3

# Use your network to kickstart your career

You're 4x more likely to get hired at a place where you know someone. Leverage your connections to steer your career in the right direction.

#### New Message



Hi Jordan, I am currently exploring careers in cybersecurity and admire your experience and accomplishments in the industry. I'd appreciate the opportunity to hear about your career journey. Are you available for a 20-minute conversation over the next few weeks?

Send

Ask for informational interviews to find career guidance, learn more about specific industries and companies, and establish professional bonds that can lead to referrals.



1 connection works here

Request referrals from connections who work at companies you're applying to, highlighting why you're a good fit for the role and showing appreciation for their support.

## Step 4

# Find the right opportunities for you

Thousands of companies post job opportunities on LinkedIn every week. Use the platform to find open roles that match your skills and research potential employers.

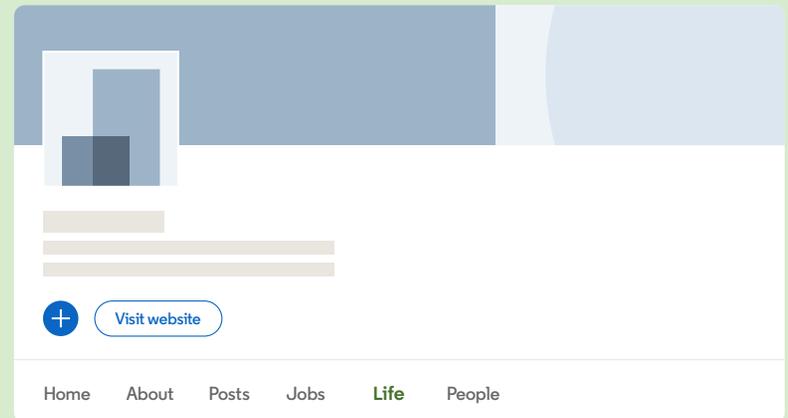
Turn on job alerts



Turn on **Job Alerts** to get notified about opportunities that match your interests and needs (LinkedIn will also suggest jobs based on your profile information).

✓—  
✓—  
✓— Your skills are a strong match for this job

Adding skills to your job experience section is one of the best ways to get relevant job matches and make you a stronger applicant. Skills added to your profile can help you understand if you are a good fit for a potential opportunity.



Explore the **Life** section of a company's LinkedIn Page to learn more about what it's like to work there.

## Step 5

# Get free career guidance from experts

Ready for some extra credit? Follow the link below for free learning and career development resources.

[Learn more](#)



Explore unlocked LinkedIn Learning courses to continue building skills and learn best practices for navigating your job search.



Get ready to interview online or in-person with resources covering everything from digital body language to common questions.

**LinkedIn**