



# How to Sign in LinkedIn Account?

AUTHOR(S): Miguel Angel Pérez Castro

AFFILIATION: University of Granada

Email: pcastro@ugr.es

## INDEX

I STAGE. WHAT IS LINKEDIN

II STAGE. GUIDE TO DO YOUR LINKEDIN ACCOUNT

III STAGE. COMPLETE MY PROFESSIONAL ACCOUNT ON LINKEDIN

## I. STAGE: WHAT IS LINKEDIN

### Step 1- Raisons to be in LinkedIn?

- LinkedIn is the world's largest social network for professionals; it is mainly used for employers posting jobs and job seekers posting their CVs.
- LinkedIn is an open account which allows members to create profiles and "connections" to each other in an online social network which may represent real-world professional relationships.
- The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. Members can invite anyone (whether an existing member or not) to become a connection.

### Step 2- Benefits of LinkedIn

#### For Individual

- Establish a professional profile and use it as your resume
- Search and apply to jobs
- Find and connect with new professionals.
- Build your own personalized professional network
- Discover and learn about other companies in your respective industry as well as other industries.

#### Activities you can do as a Company

- Advertise product/ brand
- Find and recruit new employees
- Make business connections
- Interact with a large customer base
- Watch competitors activities

## Step 3- Activities that help achieve your goal

- Build and edit your profile.
- Manage your account where you can change your email address, contact number, etc..
- Send and receive mail and messages
- Grow your network by sending invitations, and reach out to professionals you may have already met or those you want to meet.
- Search and apply for jobs
- View job recommendations
- Post and manage a job
- Share contents, videos and publish articles.
- Create a group of like-minded people around the world

## Step 3- Activities that help achieve your goal

## Step 3- Activities that help achieve your goal

## II STAGE. GUIDE TO DO YOUR LINKEDIN ACCOUNT

### Step 1: In order to start using LinkedIn

To start using LinkedIn, you need to sign up a LinkedIn Account

Steps below to log in to your LinkedIn Account from LinkedIn website.

| Sign in Via Website  | Sign in from iOS devices (iPhone, iPad, iPod touch and Mac)   | Android devices (Mobile and Tablet)  | Windows devices (Mobile, Computer)  |
|--|---|--|---|
| 1. Open any web browser like Internet Explorer, Mozilla Firefox, Google Chrome, Safari or any other browser<br>2. <a href="http://www.linkedin.com">www.linkedin.com</a> | 1. Open App Store and search for LinkedIn App.<br>2. Download LinkedIn app on your any iOS devices. | 1. Open Play Store and search for LinkedIn App.<br>2. Download LinkedIn App on your any Android devices. | 1. Open Windows Store and search LinkedIn App.<br>2. Download LinkedIn App on your any Windows devices. |

3. Open LinkedIn app  
4. Enter your registered Email ID or Phone Number.  
5. Enter your registered Password.  
6. Click 'Sign in'.

### Step 2 : Create your LinkedIn Account

### Step 2 : Create your LinkedIn Account

### Step 3: Enter the account

## III. STAGE. COMPLETE MY PROFESSIONAL ACCOUNT ON LINKEDIN

### Step 1 : Here are some tips for beginners

- Home:** The home feed is your news feed, showing recent posts from your connections with other professionals and company pages you're following.
- Profile:** Your profile shows your name, your photo, your location, your occupation and more right at the top. Short summary, work experience, education and other sections (similarly/traditional resume CV).
- My Network:** Here you'll find a list of all the professionals you're currently connected with on LinkedIn.
- Jobs:** All sorts of jobs listings are posted on LinkedIn everyday by employers, and LinkedIn will recommend specific jobs to you based on your current information.
- Interests:** In addition to your connections with professionals.
- Search bar:** LinkedIn has a powerful search feature that allows you to filter your results down according to several different customizable fields.
- Messages:** When you want to start a conversation with another professional, you can do so by sending them a private message through LinkedIn.
- Notifications:** Like other social networks, LinkedIn has a notification feature that lets you know when you've been endorsed by someone.
- Pending Invitations:** When other professionals invite you to connect with them on LinkedIn, you'll receive an invitation that you'll have to approve.

### Step 2 : Complete my professional account

### Step 2 : Complete my professional account

## SOURCES

- Elise Moreau. The 10 Best LinkedIn Profile Tips <https://www.lifewire.com/best-linkedin-profile-tips-4587675>
- Elise Moreau. What Is a LinkedIn Profile? <https://www.lifewire.com/what-is-a-linkedin-profile-4587947>
- Jane Fleming. 17 steps to a better LinkedIn profile in 2017. <https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/content-marketing/2017/17-steps-to-a-better-linkedin-profile-in-2017>
- LinkedIn Official Blog
- Pedro de Vicente. Pasos para crear un perfil diferenciado. <https://www.exprimiendolinkedin.com/2016/09/crear-perfil-linkedin/>
- Proyectos websal00, S.L. LinkedIn ventajas y desventajas ¿merece la pena usar esta red social? <https://triumfaconlinkedin.com/blog-linkedin/linkedin-ventajas-y-desventajas/>