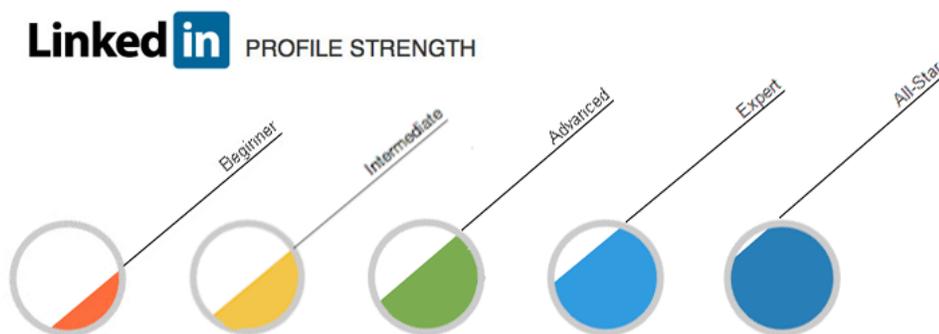


The profile

Like most social networks, LinkedIn hosts your personal profile, a page on which you can list info like your job history and professional interests. However, unlike other networks, filling out your profile on LinkedIn is critical to success.

LinkedIn measures your “profile strength” from 0 to 100 percent. The higher your profile completeness, the more likely you are to appear in search results.



To ensure your profile is 100 percent complete—and the right people find you—we recommend including the following information:

- Industry and postal code
- A current position with description
- Two more positions
- Education
- At least five skills
- Profile photo
- At least 50 connections
- A summary
- Work samples or projects
- Volunteer experience

Finding connections

The easiest way to build up your connections is to reach out to the people you already know. Perform a series of basic searches to find people you know by name. (See the search box at the top of each LinkedIn page.) Click the “Connect” button next to people’s names to add them to your network.



Pro tip: Use a custom message along with an invitation to make the connection more personalized. This will garner more connections for you.

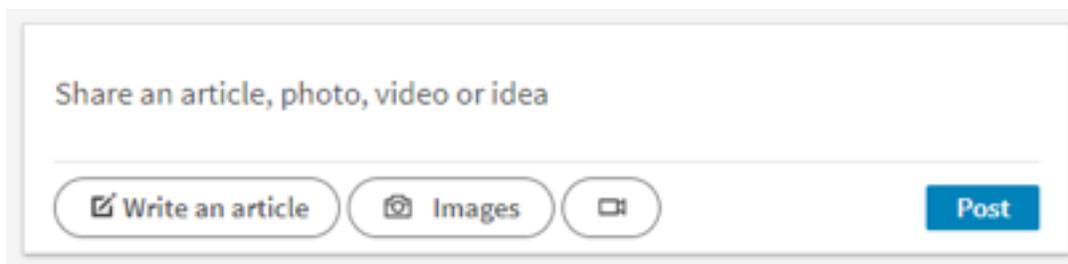
Once you've made several connections, head to the "People You May Know" page, which can be accessed by clicking the "My Network" tab on the top of your screen. LinkedIn's algorithm will likely have begun determining additional suggestions based on your connections' networks.

LinkedIn labels these connections by degree. People you're already connected to are "1st degree" connections. People you're not yet connected to, but who are linked to your 1st degree connections, are 2nd degree connections. You can see your connection level by viewing the blue icon next to their names.

You can also choose to connect your email's contact list to LinkedIn in order to find new connections. Simply head to "Import Contacts" and allow access to your contacts to pull up a list of potential connections.

How to enhance your status update

A **status update** allows you to share an article, photo, video or idea. On LinkedIn, a status update allows you to spread what you deem shareable with your connections. Through a status update, you can drive interest in an open position at your practice, an upcoming conference or gage feedback from others in your industry. You can also write an article via LinkedIn's Pulse tool (located directly in the status update bar).



You can create a status update by navigating to the top of your homepage.

Remove links from your status updates: Keep your status short and sweet by removing the long URL you're sharing from your post after the link previews and before you publish. Your "update real estate" is precious, and you want to make sure your words aren't overpowered by a lengthy link. Any user can click on the generated thumbnail or title in order to navigate to the site you're linking to, eliminating the need to include it in the copy of your post.

Note: Only people you're connected to can see your status updates.

Tagging: Tagging on LinkedIn allows you to mention and directly link to your connections and businesses in both status updates and comments. The tagging tool fosters conversation and creates additional connections among users. To tag someone, begin by typing the @ symbol followed by the individual or business's name—LinkedIn will then autofill with friend suggestions for easier tagging.

Add imagery: Adding a photo or video to your LinkedIn status is a great way to increase interest in your post. When in doubt, add a visual element to your status.



Pro tip: For best results, hold your camera horizontally when taking pictures that you'd like to post. Also, take pictures of people engaged in an activity or conversation.

Groups

LinkedIn groups are forums in which professionals and experts gather to network, post opportunities, share content and ask industry-specific questions.

Groups can be classified by industry, home institution, regional interests, volunteer opportunities and more. With well over one million groups, LinkedIn likely has at least a few groups that dovetail with your interests.



Pro tip: It's important to note that some groups require authentication and review prior to joining, so don't get discouraged if you can't access the group immediately.

Following companies

Similar to personal profile pages, many companies also opt to represent themselves on LinkedIn. Like brand pages on Facebook, LinkedIn Company Pages offer you a chance to follow a company's activities and updates.

LinkedIn Company Pages also contain general information, such as a business overview, list of employees and press mentions. Many companies also choose to post original content, industry articles and list job openings on their pages.

Once you follow a company, its updates will appear on your LinkedIn homepage alongside those of your connections. The AMA, for example, tends to post original stories, information on newly adopted policies and other vital health care information on its page.

Follow the AMA on LinkedIn: [American Medical Association](#)