



THOMAS MORE  
UNIVERSITY

Make It **More.**

# LinkedIn 101

Institute for Career Development and  
Graduate School Planning (ICG)





# Hello!

My name is Zach Rechtin and I'm the Coordinator of Career Planning. If you schedule an appointment with the ICG you'll be meeting with me!

Today we are going to learn:

- 1) What LinkedIn is
- 2) Why use LinkedIn
- 3) How to set up your profile
- 4) How to use the basic features

What is  
LinkedIn  
???

what is  
**LinkedIn**?

# Who do you know?

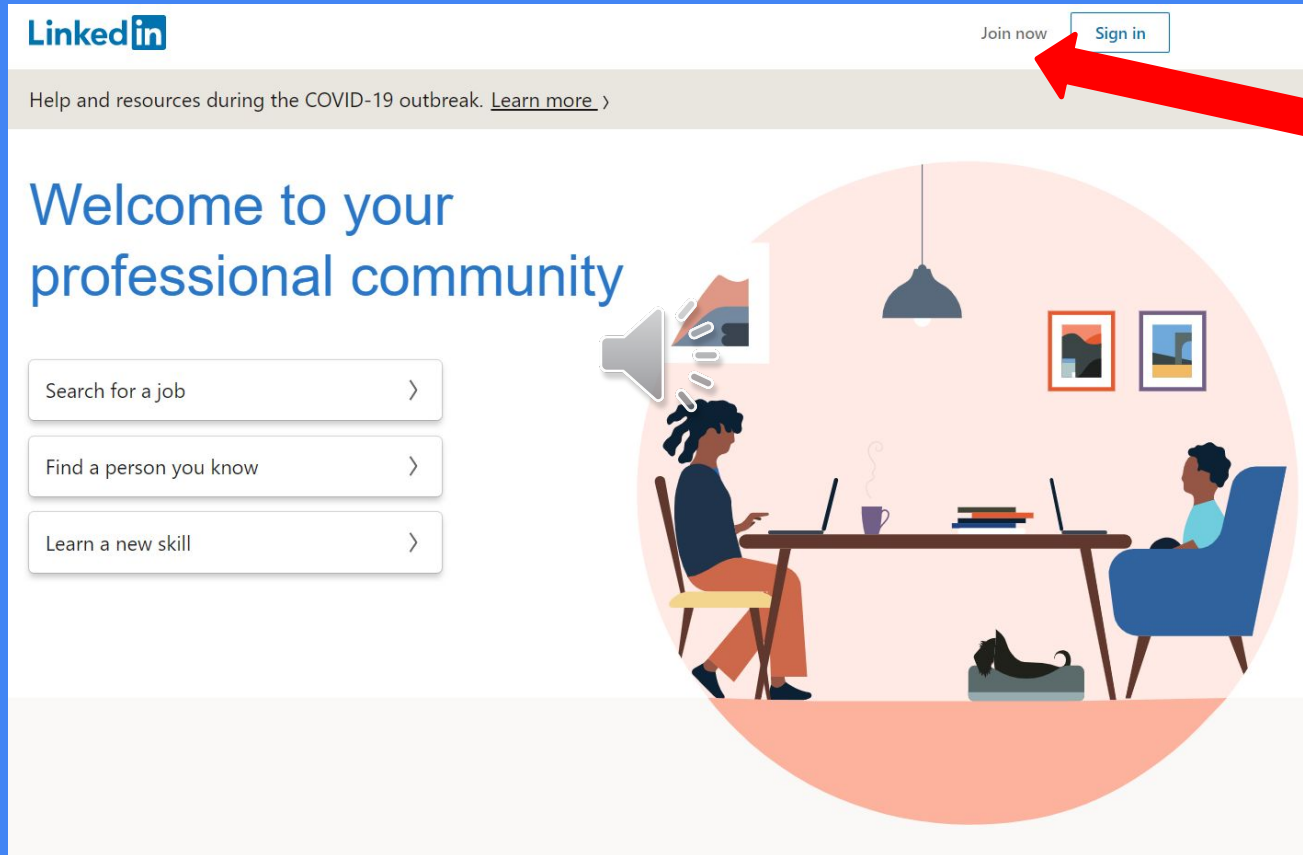
- Family members
- Friends of family members
- Friends with jobs
- Former co-workers
- Former supervisors
- Neighbors
- Teachers

*All of these people are part of your network!*



LinkedIn is a great way to stay connected to your network and connect with new professionals.

Go to the LinkedIn website: <https://www.linkedin.com>

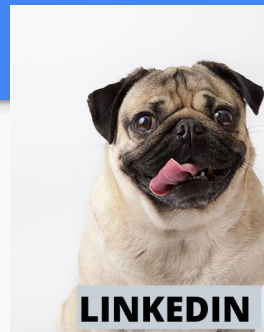


# Starting An Account:

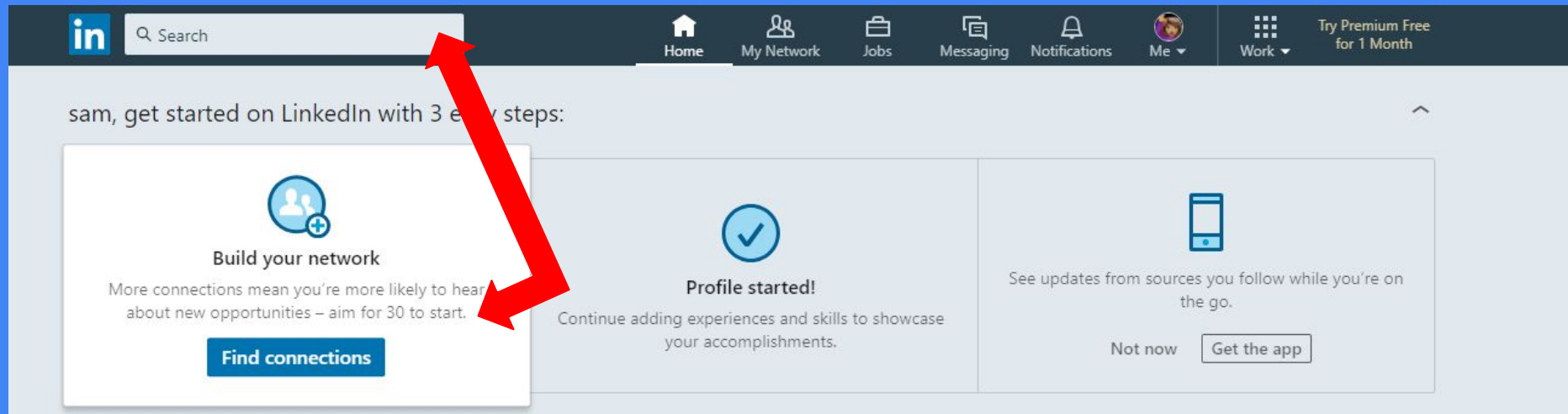
- Use your personal email account, not your Thomas More email
- Check your email to confirm
- Provide info requested for profile
- Choose the 'I'm a student' option
- Fill in Thomas More info.
  - Degree = Bachelor's degree
  - Specialization = Major
- Connect with people you know
- Add profile photo



# Professional Looking Headshot







## Search or Find Connections:

- 1) Find Your Professors
- 2) Find Your Friends

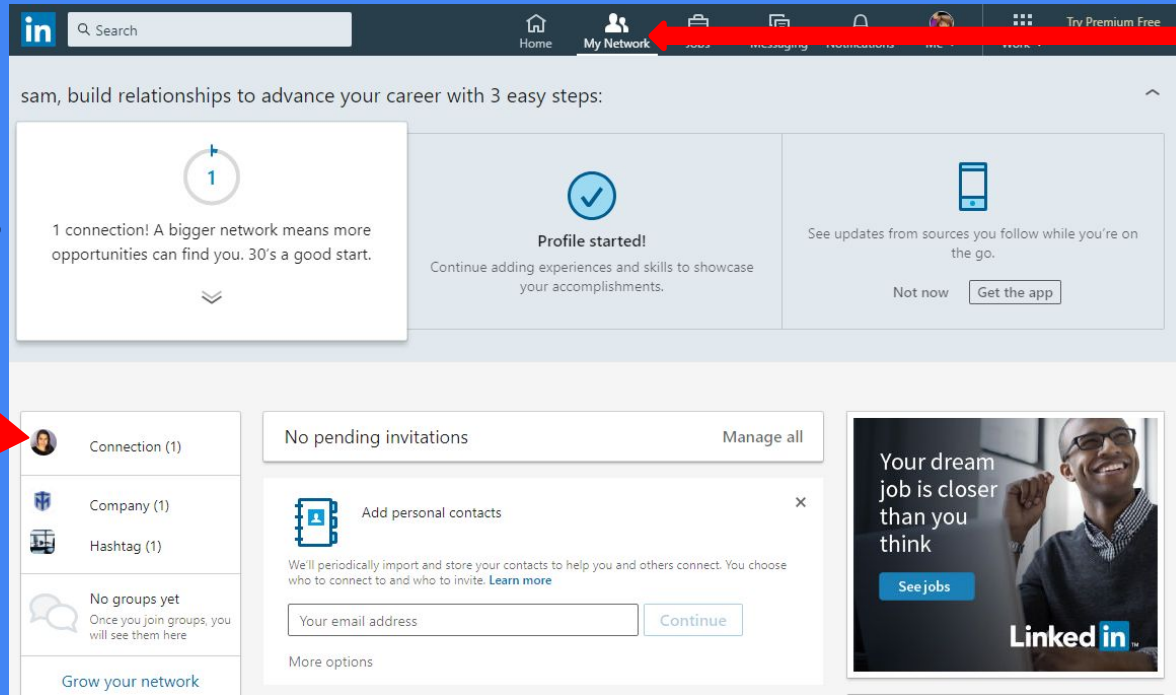


**\*\*\*Connecting with important people? Send a message when you ask to connect. \*\*\***












# Finding new connections through current connections...

1) Click 'My Network'



2) Click 'Connections'

 <b>Bobbie Bitter</b> • 2nd Registered Medical Assistant at Bluegrass Urgent Care Cincinnati, Ohio Area  1 shared connection	<a href="#">Connect</a>
 <b>Donetta Moore</b> • 2nd Executive Assistant at American National University and National College Cincinnati, Ohio Area  1 shared connection	<a href="#">Connect</a>
 <b>Melinda Ford</b> • 2nd Workforce Development Supervisor Cincinnati, Ohio Area  1 shared connection	<a href="#">Connect</a>
 <b>Dawn Lamping</b> • 2nd VP - Scrum Master Cincinnati, Ohio Area  1 shared connection	<a href="#">Connect</a>
 <b>Brad Hodge</b> • 2nd Owner, Simple IT Cincinnati, Ohio Area  1 shared connection	<a href="#">Connect</a>
 <b>Beth Hinden</b> • 2nd Licensed Massage Therapist/Owner at Sanctuary of Integration Wellness Center, LLC Cincinnati, Ohio Area  1 shared connection	<a href="#">Connect</a>
 <b>Brent Hegge</b> • 2nd Volunteer at American National University Cincinnati, Ohio Area  1 shared connection	<a href="#">Connect</a>
 <b>Lisa Hungler</b> • 2nd HR Coordinator at Eagle Financial Services, Inc. Cincinnati, Ohio Area  1 shared connection	<a href="#">Connect</a>
 <b>Kaleigh Courts</b> • 2nd Registered Medical assistant Cincinnati, Ohio Area  1 shared connection	<a href="#">Connect</a>

Previous 1 2 3 4 5 6 7 8 ... 98 Next

# Find & Connect With ICG's Staff:

1) Zach Rechtin

2) Robin Norton

3) Emmanuel Oloo

*Personalize the connect request by telling us who you are and why you are connecting on LinkedIn.*

# Settings and Privacy

First Click  
Here

The screenshot shows the LinkedIn homepage for a user named 'sam dinap'. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, and the user's profile. A red arrow points to the profile icon in the top bar, with a callout box saying 'First Click Here'. Below the navigation bar, a banner reads 'sam, get started on LinkedIn with 3 easy steps: Keep connecting, Profile started, and a third step that is partially obscured. The main content area shows the user's profile card on the left, which includes a profile picture, name 'sam dinap', and title 'Student at Thomas More University'. A red arrow points to the 'View profile' link on the profile card, with a callout box saying 'Then Click Here'. To the right of the profile card, there is a dropdown menu for the user's account. The menu includes options like 'ACCOUNT', 'Settings & Privacy', 'Language', 'NEED HELP?', 'Open Quick Help', 'MANAGE', 'Posts & Activity', 'Job postings', and 'Sign out'. The 'Settings & Privacy' option is highlighted, indicating it is the next step to click.

in Search

Home My Network Jobs Messaging Notifications Me

Work Try Premium Free for 1 Month

sam, get started on LinkedIn with 3 easy steps: Keep connecting Profile started

Color & Shine Sell - Brand Differentiat

View profile

ACCOUNT

Settings & Privacy

Language

NEED HELP?

Open Quick Help

MANAGE

Posts & Activity

Job postings

Sign out

are talking about now

s surge readers

most profitable company 65 readers

curity? Try being funny 31 readers

to is worth 1,000 reviews 18 readers

sa changes affect tech 101 readers

Jobs recommended for you

STUDENT ASSISTANT TriHealth • Cincinnati, OH, US 32 Thomas More University alumni work here

2019 & 2020 Undergraduate Seeking Full-Time Opp Fidelity Investments • Covington, KY, US 171 Thomas More University alumni work here

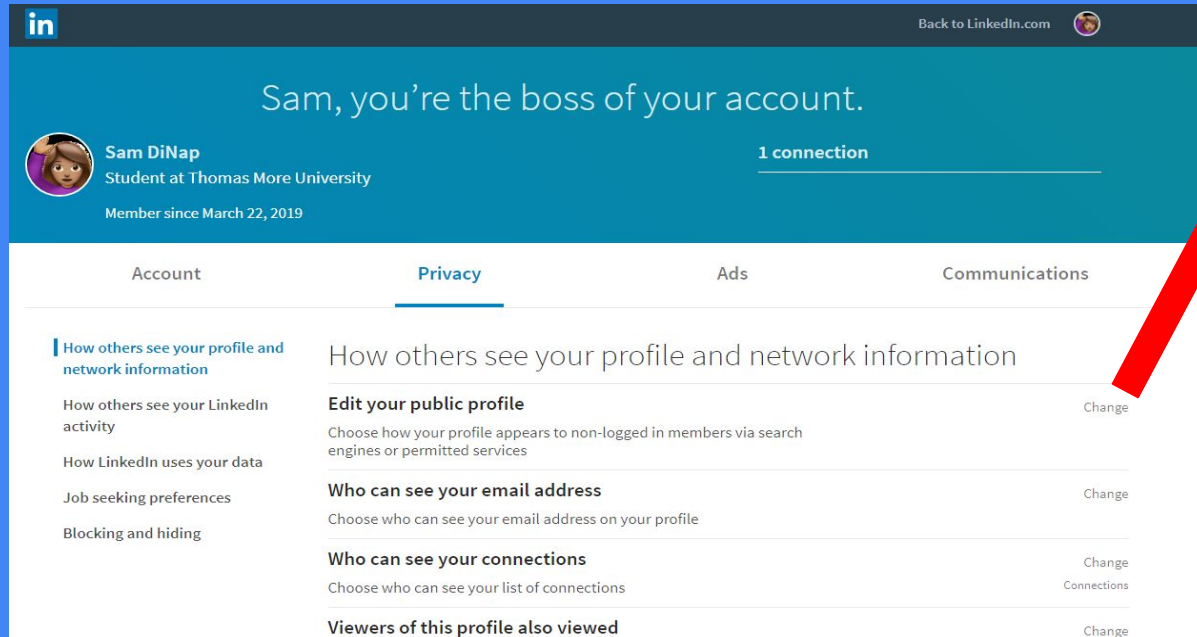
Connection 1 Grow your network

Access exclusive tools & insights Try Premium Free for 1 Month

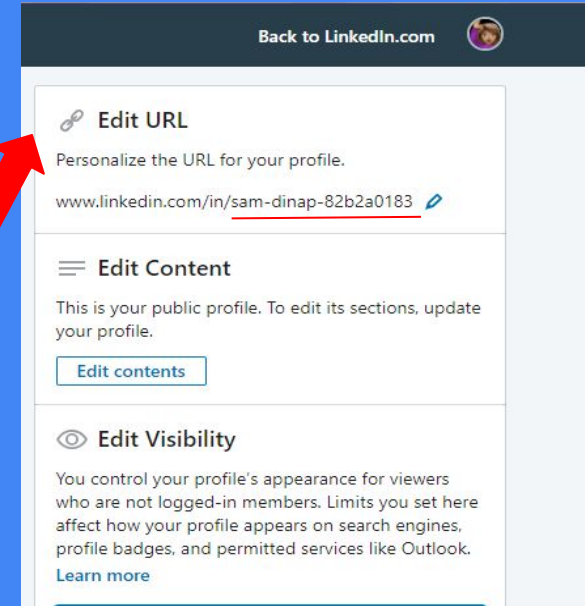
Recent # careers

Groups

# Personalize Your URL



The screenshot shows the LinkedIn profile of Sam DiNap, a student at Thomas More University. The header includes the LinkedIn logo, a 'Back to LinkedIn.com' link, and a profile picture. Below the header, the name 'Sam DiNap' and affiliation 'Student at Thomas More University' are displayed, along with 'Member since March 22, 2019' and '1 connection'. The main navigation bar has tabs for 'Account', 'Privacy' (which is selected), 'Ads', and 'Communications'. Under the 'Privacy' tab, there are sections for 'How others see your profile and network information', 'Edit your public profile', 'Who can see your email address', 'Who can see your connections', and 'Viewers of this profile also viewed'. A red arrow points from the 'Edit your public profile' section to the 'Edit URL' section in the right-hand panel.

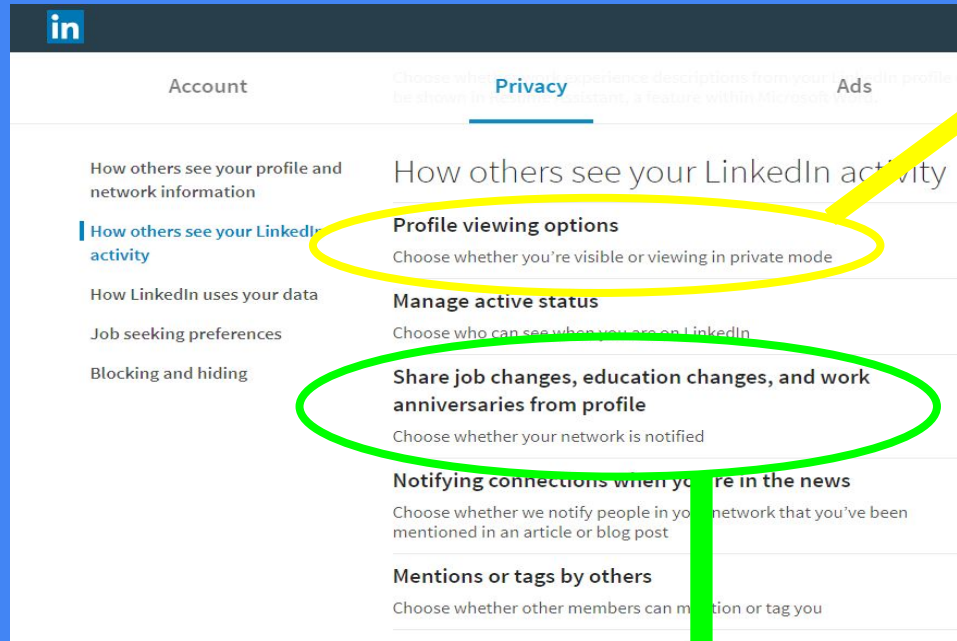


The screenshot shows the 'Edit URL' section in the LinkedIn settings. It includes a link icon, the title 'Edit URL', and the instruction 'Personalize the URL for your profile.' Below this, the current URL 'www.linkedin.com/in/sam-dinap-82b2a0183' is displayed with a blue pencil icon to its right. Below the URL section is the 'Edit Content' section, which includes a hamburger menu icon, the title 'Edit Content', and the instruction 'This is your public profile. To edit its sections, update your profile.' with a blue 'Edit contents' button. At the bottom is the 'Edit Visibility' section, which includes an eye icon, the title 'Edit Visibility', and the instruction 'You control your profile's appearance for viewers who are not logged-in members. Limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.' with a blue 'Learn more' link.

## Tips:

- Try to use a variation of your name: ZacharyLRechtin, ZachRechtin, or ZacharyRechtinKY
- You can use numbers, but don't use your birthday year. You can use your birth month and day (August 19): ZachRechtin0819
- Personalizing your URL makes it easier for people to find you & looks better in you include it on your resume

# Seeing Your Activity



You can also adjust whether your network is notified when you update your profile.

## Profile viewing options

Choose whether you're visible or viewing in private mode

Select what others see when you've viewed their profile

Your name and headline



**Sam DiNap**  
Student at Thomas More University  
Cincinnati, Ohio Area | Education Management

Private profile characteristics



Someone at Thomas More University

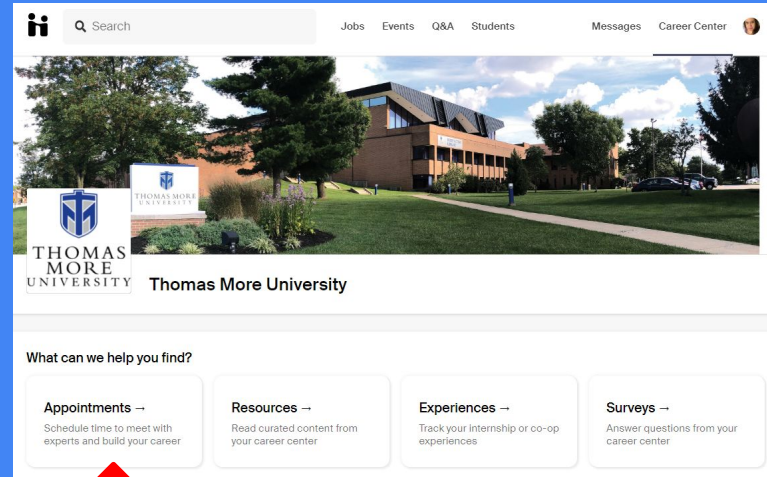
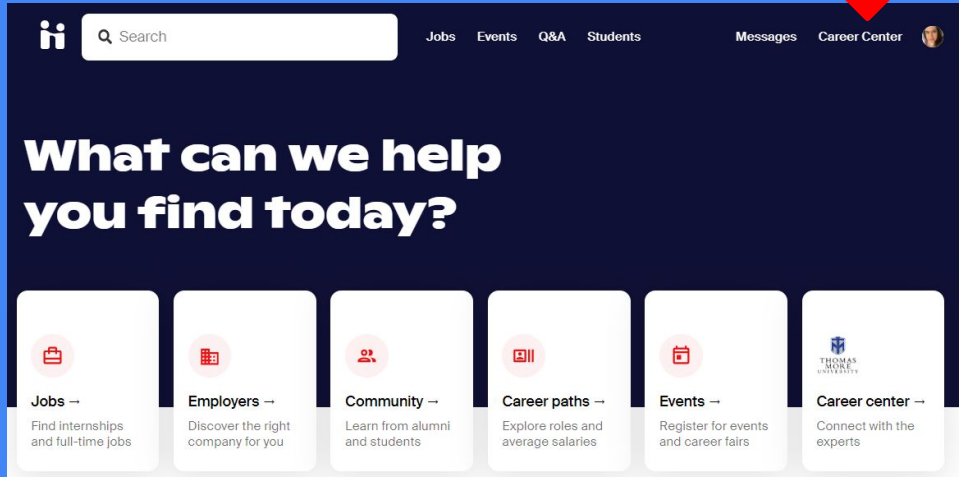
Private mode



Anonymous LinkedIn Member

LinkedIn lets people know that you have visited their page. If you don't want people to know that you visited their page update your 'Profile Viewing Options' to make your profile private.

# Want to learn more about how to use LinkedIn?



Schedule an individual LinkedIn Review appointment with the ICG Staff. Head over to [ThomasMore.JoinHandshake.com](https://thomasmore.joinhandshake.com). Log In with your MyTMU credentials. Click Career Center, then Appointments. Follow the prompts to schedule your appointment.



**@ThomasMoreICG**



**@ThomasMoreICG**



**@ThomasMoreICG**

**ICG Website:** [tmuky.us/icg](http://tmuky.us/icg)

**Student Resources:** [bit.ly/ICG\\_Resources](http://bit.ly/ICG_Resources)

**Handshake:** [ThomasMore.JoinHandshake.com](http://ThomasMore.JoinHandshake.com)

**Zach Rehtin**

*Coordinator of Career Planning  
Institute for Career Development and Graduate  
School Planning (ICG)  
rehtinz@thomasmore.edu*