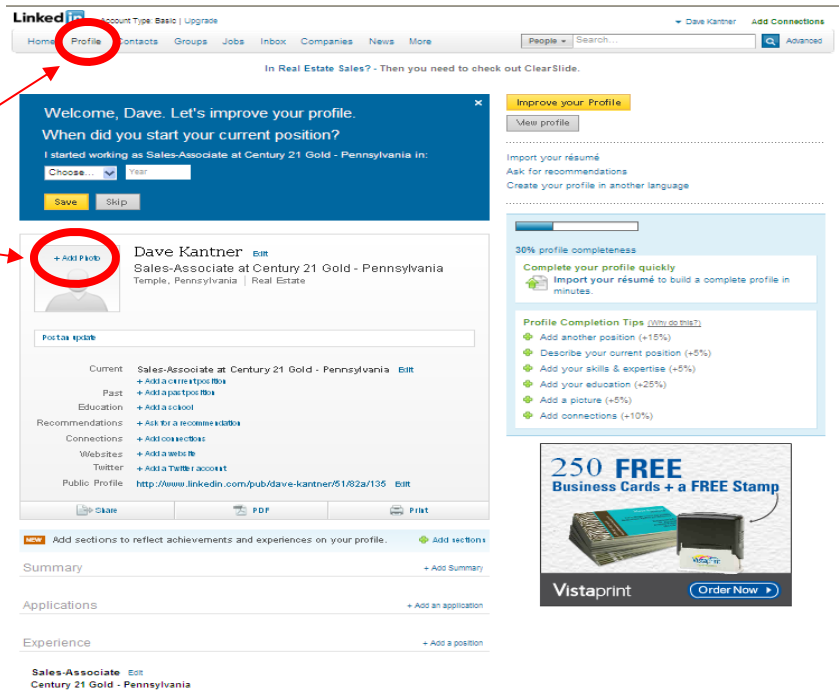


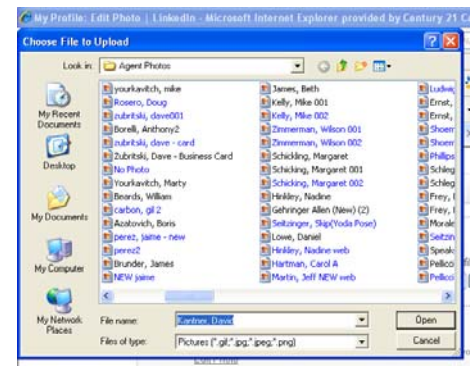
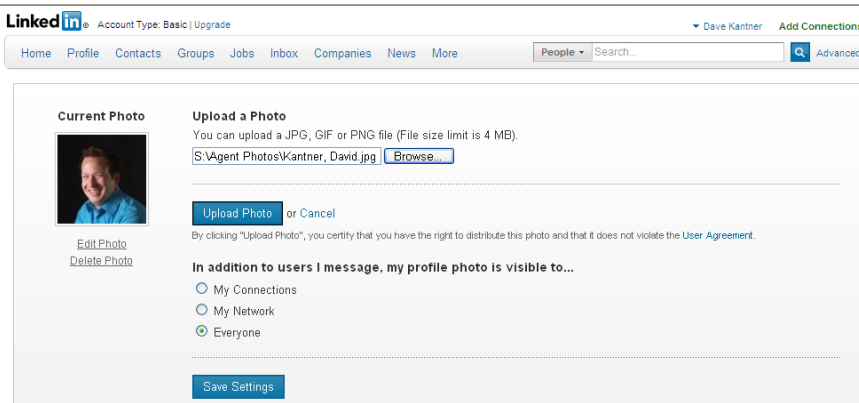
How to Edit Your LinkedIn Profile

Adding a Photo

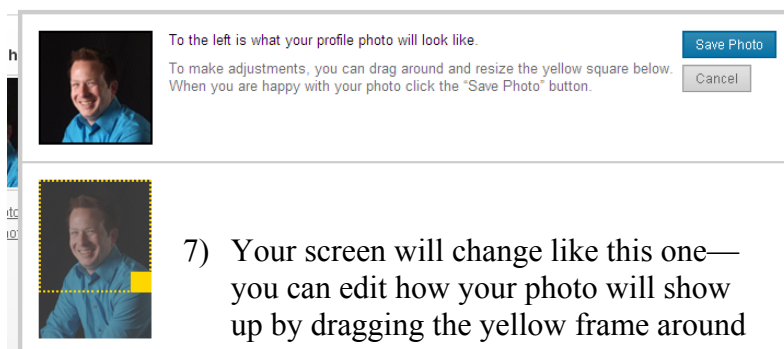
- 1) Once you are signed into your LinkedIn Account, click Profile at the top of the page
- 2) Once your profile loads (like the picture to the right), click on “+Add photo” aside of your name



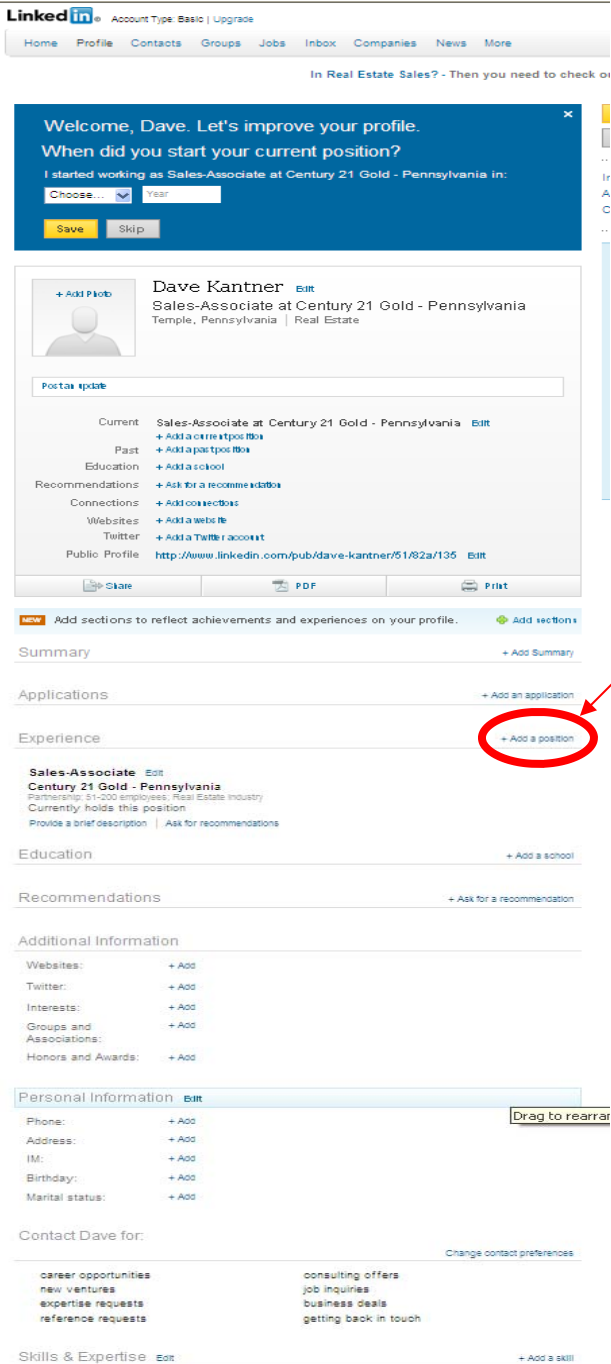
- 3) Your screen will change like the one to the left, click on the “Browse” button to load the search screen:



- 4) Pick the photo you want to use and click open. The location of your photo will show up aside of the browse box.
- 5) Make sure the box is checked to the word “Everyone” so that everyone searching for you will see your photo and not just your connections
- 6) Click Upload Photo



- 7) Your screen will change like this one—you can edit how your photo will show up by dragging the yellow frame around your photo. Once you are done editing your photo, click “Save Photo”



Adding Experience

Experience (in LinkedIn) is simply your work history - where you work currently and any past positions you want to post.

Under “Experience” with your current profile you see the position you setup while creating your LinkedIn Account. You can go into this listing at any time by clicking “Edit” aside of that posting.

To add a past position (or another current position):

- 1) Click “+Add a position” aside of the Experience section
- 2) The following screen will come up on your monitor:

- 3) Fill out the company name (as you type in your company name you will see things populate underneath. If the company you work for has a LinkedIn, you can choose that one. If not, continue typing in your company name and you can enter what Industry it was - in my example it was my former employer who has since closed)
- 4) Type in your Job Title, the location, the dates you worked for them, and a description of your job duties.
- 5) Click “Save Changes” when you are done. You will be taken back to your profile and this new position will be posted under Experience.

LinkedIn Account Type: Basic | Upgrade

Home Profile Contacts Groups Jobs Inbox Companies News More

In Real Estate Sales? - Then you need to check out

Welcome, Dave. Let's improve your profile.
When did you start your current position?
I started working as Sales-Associate at Century 21 Gold - Pennsylvania in:
Choose... Year
Save Skip

Dave Kantner [Edit](#)
Sales-Associate at Century 21 Gold - Pennsylvania
Temple, Pennsylvania | Real Estate

[+ Add Photo](#)

Post an update

Current: Sales-Associate at Century 21 Gold - Pennsylvania [Edit](#)
+ Add a current position
Past: [+ Add a past position](#)
Education: [+ Add a school](#)
Recommendations: [+ Ask for a recommendation](#)
Connections: [+ Add connections](#)
Websites: [+ Add a website](#)
Twitter: [+ Add a Twitter account](#)
Public Profile: <http://www.linkedin.com/pub/dave-kantner/5182a/135> [Edit](#)

[Share](#) [PDF](#) [Print](#)

new Add sections to reflect achievements and experiences on your profile. [+ Add sections](#)

Summary [+ Add Summary](#)

Applications [+ Add an application](#)

Experience [+ Add a position](#)

Sales-Associate [Edit](#)
Century 21 Gold - Pennsylvania
Part-time; 21-200 employees; Real Estate Industry
Currently holds this position
Provide a brief description | [Ask for recommendations](#)

Education [+ Add a school](#)

Recommendations [+ Ask for a recommendation](#)

Additional Information

Websites: [+ Add](#)
Twitter: [+ Add](#)
Interests: [+ Add](#)
Groups and Associations: [+ Add](#)
Honors and Awards: [+ Add](#)

Personal Information [Edit](#)

Phone: [+ Add](#)
Address: [+ Add](#)
IM: [+ Add](#)
Birthday: [+ Add](#)
Marital status: [+ Add](#)

Contact Dave for:

[career opportunities](#) [consulting offers](#)
[new ventures](#) [job inquiries](#)
[expertise requests](#) [business deals](#)
[reference requests](#) [getting back in touch](#)

Skills & Expertise [Edit](#) [+ Add a skill](#)

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Adding Education

Much like a professional resume, your LinkedIn can display your education. You can add high schools, colleges, trade schools, or whatever education you have taken in the past or are currently taking.

To add education:

- 1) Click “+Add a School” aside of the Education section
- 2) The following screen will come up on your monitor:

LinkedIn Account Type: Basic | Upgrade

Home Profile Contacts Groups Jobs Inbox Companies News More [People](#)

[Edit Profile](#) [View Profile](#)

Add Education

School Name:

Degree:

Field of Study:

Dates Attended: to
Tip: Current students: enter your expected graduation year

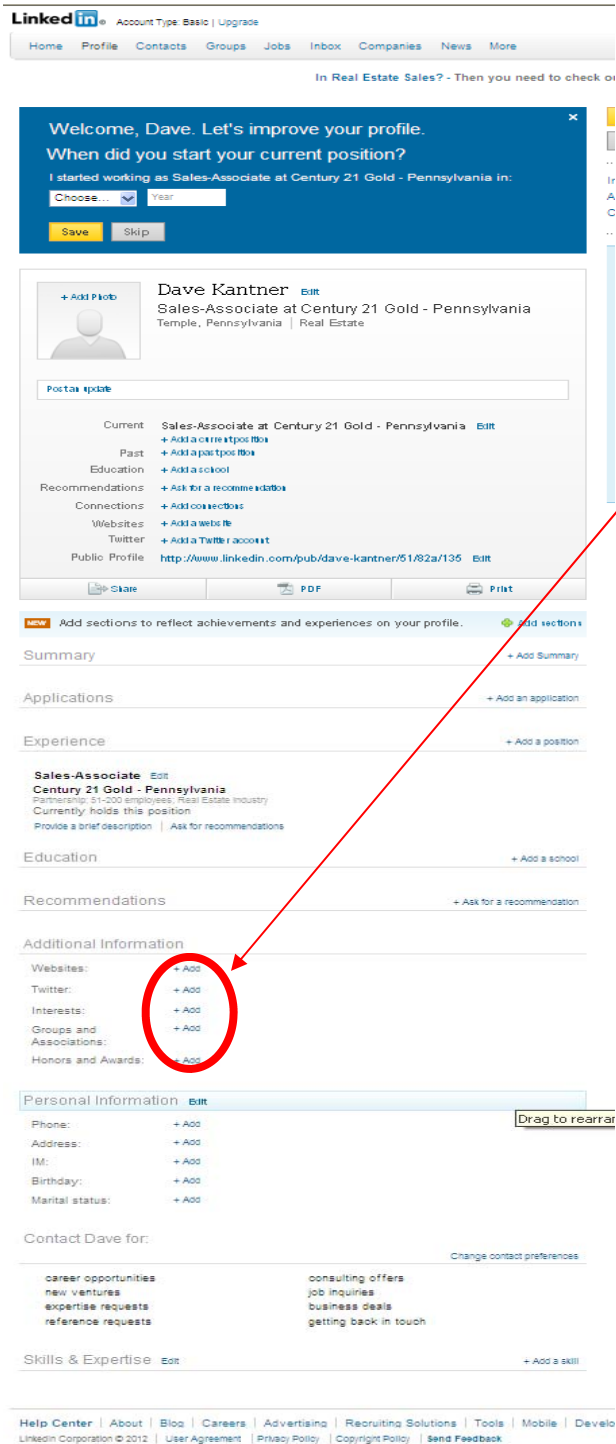
Grade:

Activities and Societies:
Tip: Use commas to separate multiple activities
Examples: Alpha Phi Omega, Chamber Chorale, Debate Team

Additional Notes:
[See examples](#)

[Save Changes](#) or [Cancel](#)

- 3) Fill out the School Name. Once again, schools will auto-populate and most schools are on LinkedIn, so choose the one you went to.
- 4) Type in your Degree, the field of study, dates attended, grade, activities you were involved in, or any additional notes. Keep in mind none of this is required so whatever you choose to display will be what displays.
- 5) Click “Save Changes” when you are done. You will be taken back to your profile and this new position will be posted under Education.

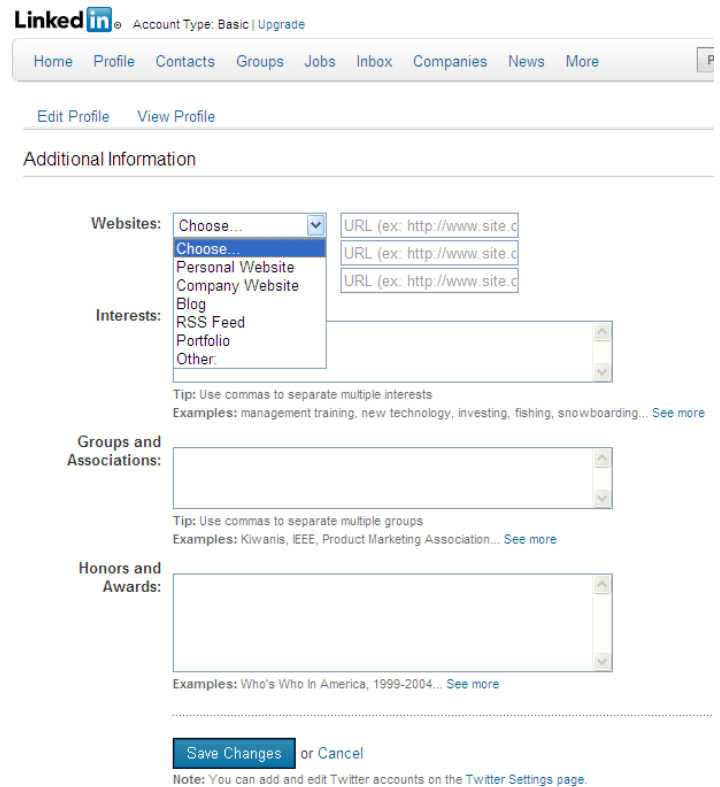


Adding Additional Information

This will make your LinkedIn Profile more accessible to your other sites and social media accounts

To add additional information:

- 1) Click “+Add” aside of anything under the Additional information section
- 2) The following screen will come up on your monitor:



- 3) Under websites, you can choose the type you want to list (for example, you can choose company and then in the box aside of that you can type in http://www.c21gold.com). If you want to put a Facebook page, just click on Other site and then in the URL field next to that, type in your Facebook Business Page's link that you setup on Facebook. You can add 3 websites/Blogs/Social Media Sites here.
- 4) You can also fill in Interests that you have (outside of work), and Groups (such as any social clubs you belong to), as well as any Honors and Awards (Century 21 Ruby Award Winner 2011).
- 5) Click “Save Changes” when you are done. You will be taken back to your profile and this new position will be posted under Additional Information.

Adding Personal Information

Want to be found and contacted? This is where you can do it!

To add personal information:

- 1) Click “Edit” aside of Personal Information
- 2) The following screen will come up on your monitor:

LinkedIn Account Type: Basic | Upgrade

Home Profile Contacts Groups Jobs Inbox Companies News More

In Real Estate Sales? - Then you need to check out

Welcome, Dave. Let's improve your profile.
When did you start your current position?
I started working as Sales-Associate at Century 21 Gold - Pennsylvania in:
Choose... Year
Save Skip

Dave Kantner [Edit](#)
Sales-Associate at Century 21 Gold - Pennsylvania
Temple, Pennsylvania | Real Estate

[+ Add Photo](#)

Post an update

Current: Sales-Associate at Century 21 Gold - Pennsylvania [Edit](#)
Past: [+ Add a past position](#)
Education: [+ Add a school](#)
Recommendations: [+ Ask for a recommendation](#)
Connections: [+ Add connections](#)
Websites: [+ Add a website](#)
Twitter: [+ Add a Twitter account](#)
Public Profile: <http://www.linkedin.com/pub/dave-kantner/5182a/135> [Edit](#)

[Share](#) [PDF](#) [Print](#)

new Add sections to reflect achievements and experiences on your profile. [+ Add sections](#)

Summary [+ Add Summary](#)

Applications [+ Add an application](#)

Experience [+ Add a position](#)

Sales-Associate [Edit](#)
Century 21 Gold - Pennsylvania
Part-time; 21-200 employees; Real Estate Industry
Currently holds this position
Provide a brief description | [Ask for recommendations](#)

Education [+ Add a school](#)

Recommendations [+ Ask for a recommendation](#)

Additional Information

Websites: [+ Add](#)
Twitter: [+ Add](#)
Interests: [+ Add](#)
Groups and Associations: [+ Add](#)
Honors and Awards: [+ Add](#)

Personal Information [Edit](#) [Drag to rearrange](#)

Phone: [+ Add](#)
Address: [+ Add](#)
IM: [+ Add](#)
Birthday: [+ Add](#)
Marital status: [+ Add](#)

Contact Dave for:

[career opportunities](#) [consulting offers](#)
[new ventures](#) [job inquiries](#)
[expertise requests](#) [business deals](#)
[reference requests](#) [getting back in touch](#)

Skills & Expertise [Edit](#) [+ Add a skill](#)

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LinkedIn Account Type: Basic | Upgrade

Home Profile Contacts Groups Jobs Inbox Companies News More [People](#)

[Edit Profile](#) [View Profile](#)

Personal Information

Phone Number: 6104516786 [Mobile](#)

IM: c21davknt [AIM](#)

Address: 4205 4th Avenue
Temple, PA 19560

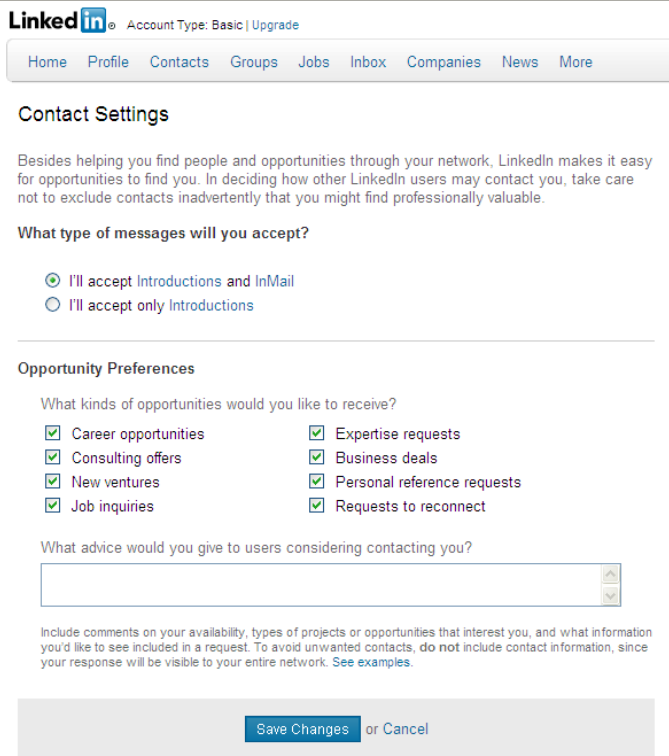
Birthday: November 28

Birth year: 1978

Marital status: Married

[Save Changes](#) or [Cancel](#)

- 3) Type in your Phone number, an IM account (if you want to), an address (either personal or office), your birthday (not necessary), and your marital status.
- 4) Keep in mind none of this is required so whatever you choose to display will be what displays.
- 5) Click “Save Changes” when you are done. You will be taken back to your profile and this new position will be posted under Personal Information.



2 Things we won't be covering here is asking for a recommendation and applications (these will be covered in other tutorials)

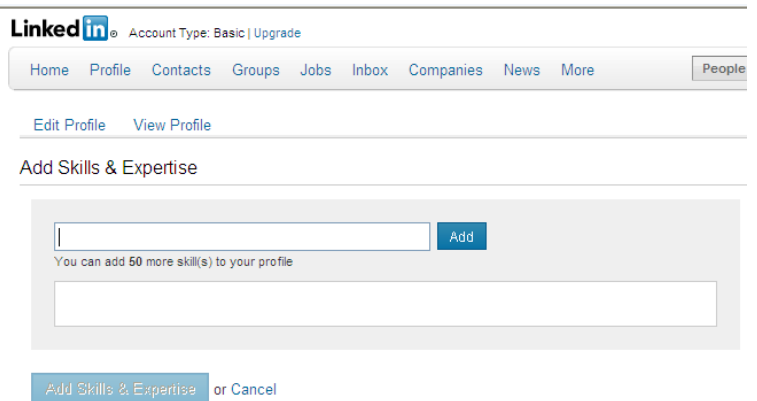
The last 2 things on your profile listing is "Contact Me For" and "Skills"

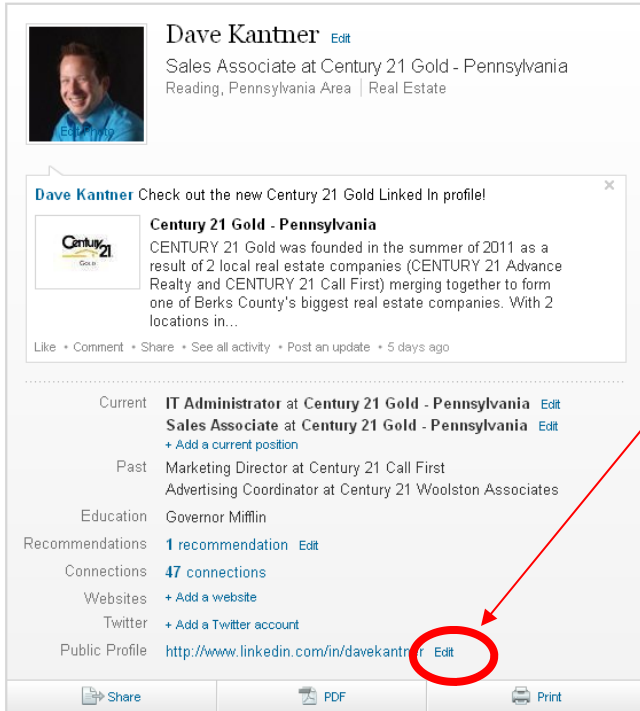
If you click "Change Contact Preferences" on your LinkedIn Profile (toward the bottom), the screen to the left shows up.

You want your profile to be found and used for anything as you never know where your next sale will come from so I would suggest just keeping everything checked.

Adding Skills

- 1) Click Add a skill aside of the Skills section
- 2) The screen to the right will pop up.
- 3) Add a skill in the box (and as you type things in, LinkedIn will make suggestions). Some of my suggestions include Residential Homes, Commercial Property Sales, Short Sales, Land Development. Basically any term real estate related you can try. These are quick search words that people can use to find someone with knowledge in a certain area so the more you have - the better off you will be!
- 4) Click "Add Skills & Expertise" when you are finished and you will see them added to your profile when it reloads.

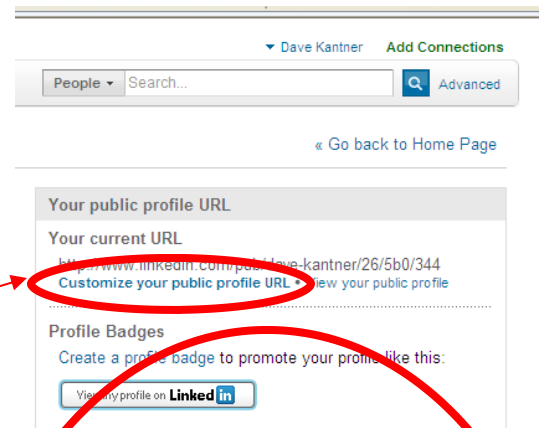




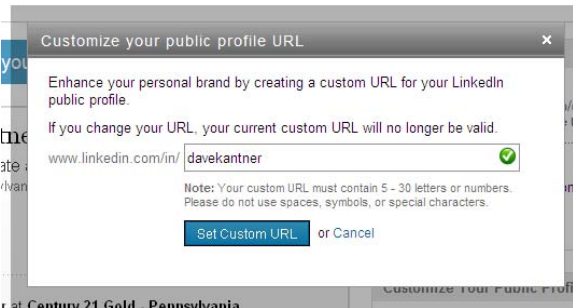
Updating what displays and changing your LinkedIn Link

If anyone would visit your profile, they will see pretty much what you see to the left. You can change what is displayed to new people as well as your contacts and you can also change your profile name to something easy people can type into their web browser to pull up your profile.

- 1) Click “Edit” next to your Public Profile Name
- 2) The screen will change to the one below (I am only showing the right hand side of the screen here)



- 3) To change your URL click on “Customize Your Public Profile URL” in the first section and the screen below will load:



- 4) Type in a new name (such as your full name). If that name is available, you will see a green check mark appear. Once you are satisfied and found one that is available, click “Set Custom URL”
- 5) To Customize your public profile you will see this in the section below the Public Profile URL. You can make your public profile available to everyone or no one (which isn't recommended since people can find your profile through Google Searches and if you are not available, you won't be found). You can also decide not to show your Picture, headline, current or past positions, education, or what you are interested in. Once you make and changes to this, you can go anywhere else on LinkedIn and it will be saved (No need to save anywhere here when making changes - it will automatically be saved).

