

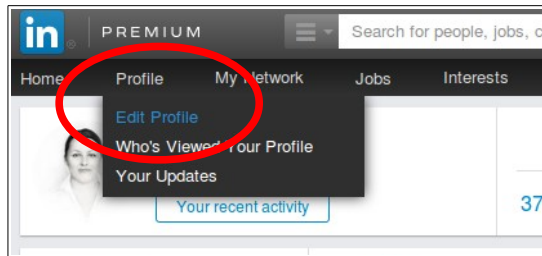
LINKEDIN IN A NUTSHELL

(the tricky bits)

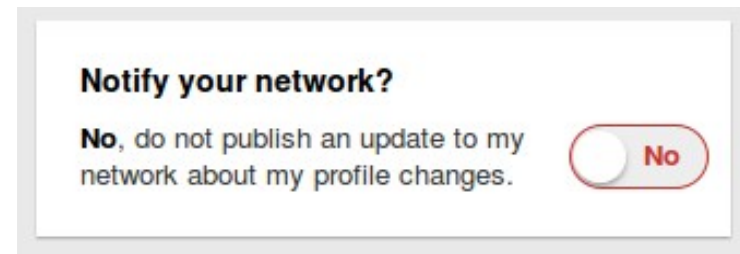


TIP #1: BEFORE INTRODUCING CHANGES TO YOUR LI PROFILE...

Make sure that you don't spam your network by notifying them about every single change you are about to make. How to do that:



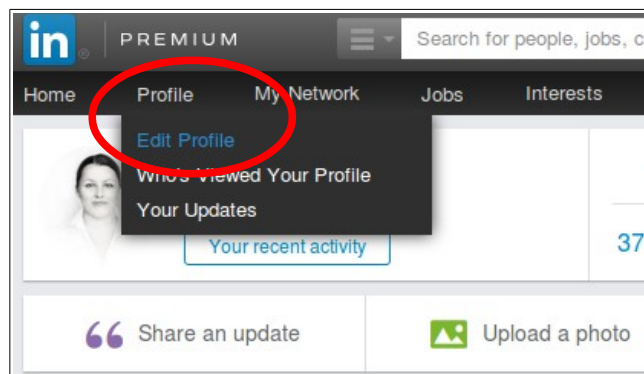
Log in to your LinkedIn profile and choose the option „Edit Profile”



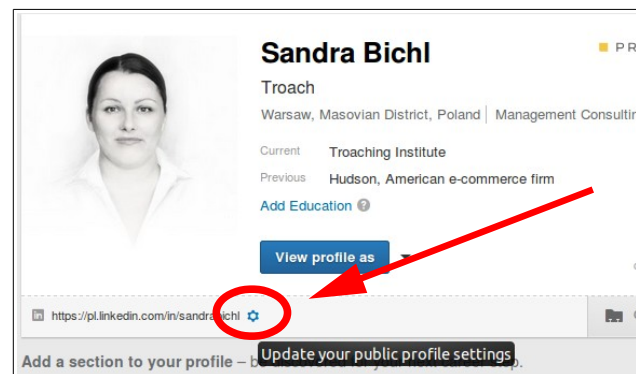
Switch off the visibility of changes by choosing “NO”

TIP #2: HOW TO PERSONALIZE A LINK TO YOUR LINKEDIN PROFILE?

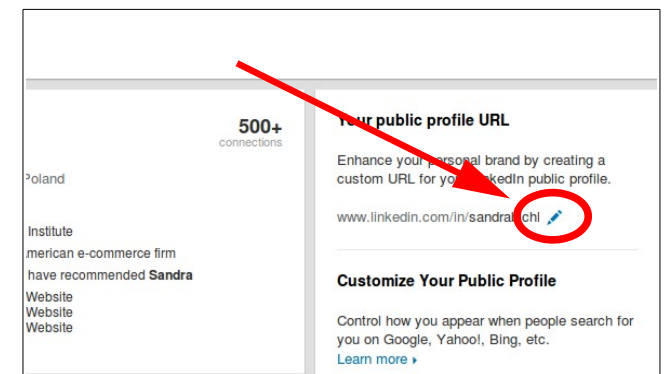
A personalized link looks (obviously) more professional & you can use it in e.g. your email signature. Here's how to do it:



Log in to your LinkedIn profile and choose the option „Edit Profile”



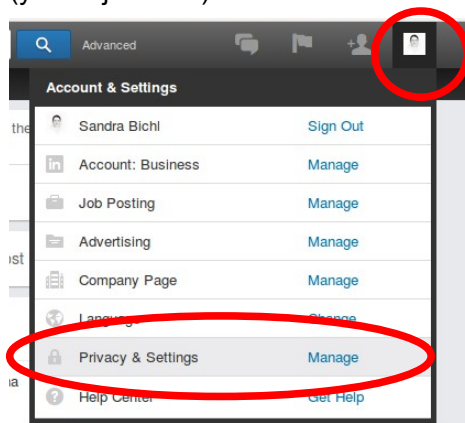
Click on the “settings” icon next to the link to your profile



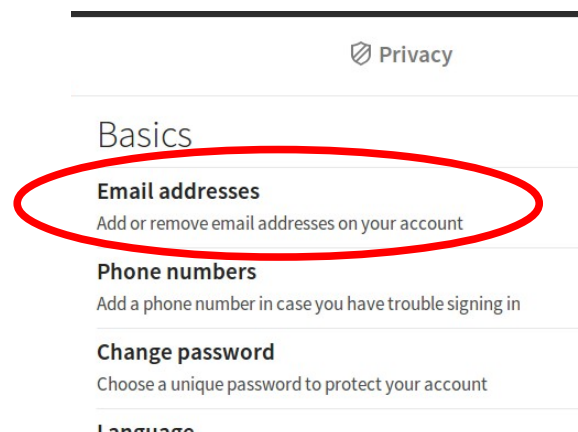
Create your personalized link, e.g.:
www.linkedin.com/in/FirstNameLastName

TIP #3: HOW TO ADD MORE EMAIL ADDRESSES TO YOUR ACCOUNT?

Add all your private & professional addresses to your account so that all invitations reach you. Adding your personal email address does not mean it's automatically visible (you adjust that):



Go to Privacy & Settings by hovering on your photo in the top right corner of the page



Click on "Email addresses" to add or remove email addresses on your account

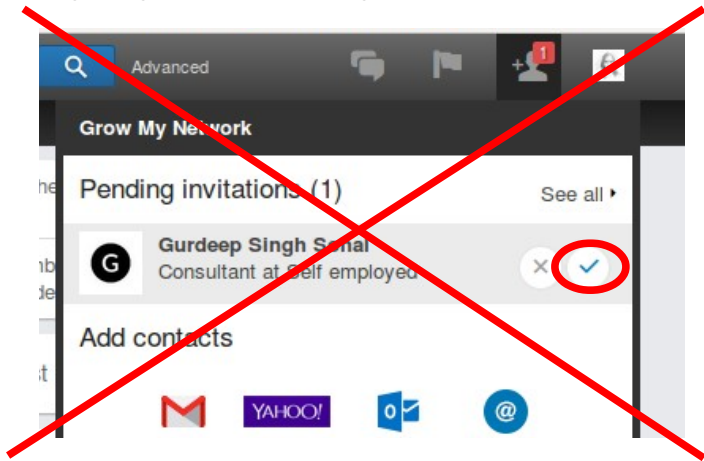
TIP #4: HOW TO CHOOSE THE PROFICIENCY LEVEL OF THE LANGUAGES YOU KNOW?

If you have found the LinkedIn choice of language proficiency levels quite confusing, here's the official scale explanation:

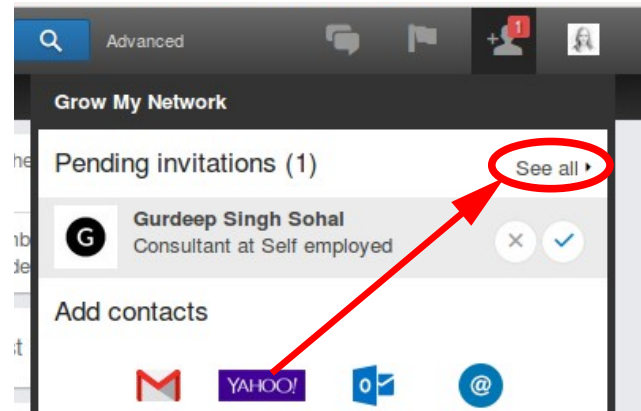
Proficiency Code	Speaking Definitions	Reading Definitions
Elementary Proficiency [Note: in other words, you can't work in this language: don't list it]	Able to satisfy routine travel needs and minimum courtesy requirements	Able to read some personal and place names, street signs, office and shop designations, numbers and isolated words and phrases
Limited Working Proficiency	Able to satisfy routine social demands and limited work requirements	Able to read simple prose, in a form equivalent to typescript or printing, on subjects within a familiar context
Professional Working Proficiency	Able to speak the language with sufficient structural accuracy and vocabulary to participate effectively in most formal and informal conversations on practical, social, and professional topics	Able to read standard newspaper items addressed to the general reader, routine correspondence, reports, and technical materials in the individual's special field
Full Professional Proficiency	Able to use the language fluently and accurately on all levels pertinent to professional needs	Able to read all styles and forms of the language pertinent to professional needs
Native or Bilingual Proficiency	Equivalent to that of an educated native speaker	Equivalent to that of an educated native speaker

TIP #5: HOW TO ACCEPT INVITATIONS TO CONNECT PROPERLY?

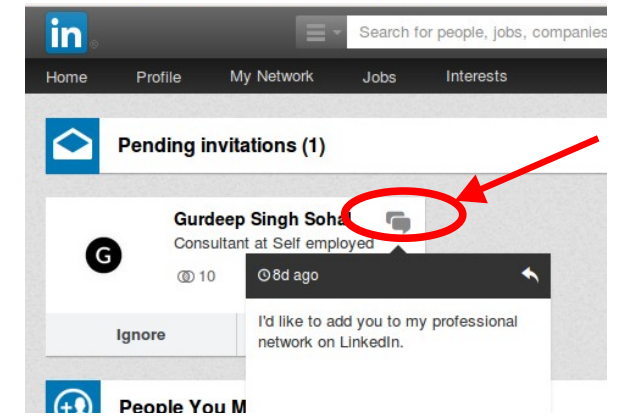
Make sure you never miss a message that a person adds to their invitation – not everyone sends the automatic LI text. Some actually mention why they are getting in touch. You might miss out on recruitment or business opportunities.



When you hover over your pending invitations, an “Accept invite” button appears next to the name of the person inviting you. However, **do not click on it** – as you will never see the message that person attached to the invitation



Instead: click on “See all”...



...and then hover over the message clouds to see the message that the person has sent to you. It might be something other than the standard “I'd like to add you...”