

How-To Guide for LinkedIn™

If you already have a LinkedIn Profile

1. Go to your profile page and select **“Edit Profile”**. Under your job experience section, **re-type our company name** as “UC Davis Arboretum and Public Garden”. Our **company logo** will automatically pop up next to your entry. Click “Done Editing”.
2. In the LinkedIn search bar, type “UC Davis Arboretum and Public Garden” and click on our **Company page**. Click the yellow “Follow” button.
3. In the LinkedIn search bar, type “UC Davis Arboretum and Public Garden Alumni” and click on the **Group page**. Click the yellow “Join” button. This is the best spot for posting your own inquiries or reaching other alumni and staff.

If you are new to LinkedIn

1. Visit <http://www.linkedin.com> and fill in your first name, last name, email address, and password. Click “Join Now.”
2. After you click, “Join Now,” you will be redirected to a page that will ask you for your employment status, country, zip code, company name, and job title. You can use your Arboretum intern or volunteer role, or another role. Click **“Create My Profile”**
3. After verifying your email address, LinkedIn will offer to find people that you already know on LinkedIn by examining the contact list of your webmail contacts, or asking you to add people’s email addresses. If you opt to skip this step, you can always do this later. It is easy to add contacts at any time.
4. Choose the Basic, free profile. Click the **“Choose Basic”** button.
5. The initial set up of your LinkedIn profile is now complete. LinkedIn will now redirect you to your new LinkedIn home page. You can enhance your basic profile by:
 - **Add a photo to your profile.**
 - **Fill in your past work positions**, along with a description of each. You can cut and paste from your resume, or keep this very brief.
 - **Fill in your past education.**
 - **You can fill out the remaining sections to whatever degree you feel comfortable with, but having a very basic profile is just fine.**

Adjust your privacy settings to your needs. You can adjust your privacy settings by hovering over your name in the top right of your LinkedIn screen and selecting “Settings” from the dropdown menu. You can opt to receive email updates or not, as well as adjust your public profile (ie what non-LinkedIn users see when they google search your name).

If you WANT search engines to find you, then use keywords in your **Headline** and **Summary** sections that will attract potential employers. With privacy settings set to low, your LinkedIn Profile serves as a public resume and it is usually the first thing that comes up when someone googles your name.

Don’t forget to **Ask for LinkedIn recommendations** by either clicking on “Ask for a recommendation” on the Edit Profile page, or hover over the “Profile” menu, click on Recommendations, then click on Request Recommendations. You may also decide that instead of using LinkedIn’s request recommendations feature, that you would rather send a personal email, or talk to your colleague or supervisor in person. This is a great, brief way to communicate to potential employers your skill set and attitude.

Questions? Try the LinkedIn Help Center at <https://help.linkedin.com/app/home/>