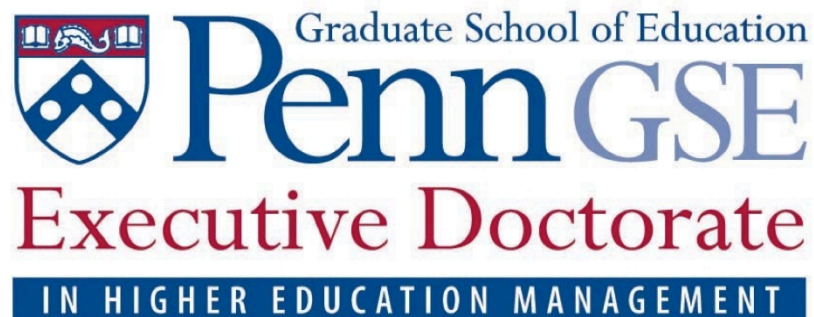




Best Practices & Training Guide for Professional Development and Networking

-June 2011-

LinkedIn is one tool that can be helpful for online professional networking purposes. As with any such tool, it is important to understand the features, sharing capabilities and limitations of the service. Use these slides to start becoming familiar with the functions on LinkedIn and make sure you understand the impact and reach of your actions and settings before you start using the features.





Purpose of this Training Guide

The purpose of this LinkedIn Training Guide is to help Penn Exec Doc alumni learn how to use LinkedIn to *develop, maintain, and expand higher education professional networks and learning opportunities.*

This guide includes best practices for *both new LinkedIn users and current LinkedIn users of all skill levels* and provides step-by-step instructions with screenshots for using key features of LinkedIn. All features highlighted in this guide are *free*, and all suggested steps are *optional*. (Note: LinkedIn Premium is an optional paid service, which is highlighted in the last section of this guide.)



Introduction to LinkedIn

What does LinkedIn help you do?

- Manage your professional career
- Establish your professional profile
- Stay in touch with colleagues and friends
- Find experts and ideas
- Explore professional development opportunities



This Training Guide Is Divided Into 4 Sections

- 1) Tips for Getting Started with LinkedIn
(*Novice* – slides 6-15)
- 2) Tips for Tapping Into More LinkedIn Features
(*Intermediate* – slides 16-26)
- 3) Tips for the LinkedIn Power User
(*Advanced* – slides 27-37)
- 4) Other Features of Interest and Resources
(slides 38-46)



Suggested Timeline

- 1) Phase 1: Getting Started with LinkedIn
 - Take 3 months (Current Users) to 6 months (New Users) to get comfortable before moving to Phase 2
- 2) Phase 2: Tapping Into More LinkedIn
 - Spend 6 months expanding your use of additional LinkedIn features before moving to Phase 3
- 3) Phase 3: Becoming a Networking Hub
 - Spend anywhere from 6-18 months mastering your LinkedIn skills
- 4) Phase 4: Exploring Additional Features
 - Evaluate additional features of interest over 6 months



Section 1:

Tips for Getting Started with LinkedIn (Novices)



Getting Started With LinkedIn

- Create an account
 - Skip to next step if you already set up an account
- Fill in core profile information
 - Name & Photo
 - Employment
 - Education
- Find connections
 - Import (from Outlook, Gmail, other accounts)
 - Through colleagues and schools
 - Add individually
- Join groups & sign up for email updates

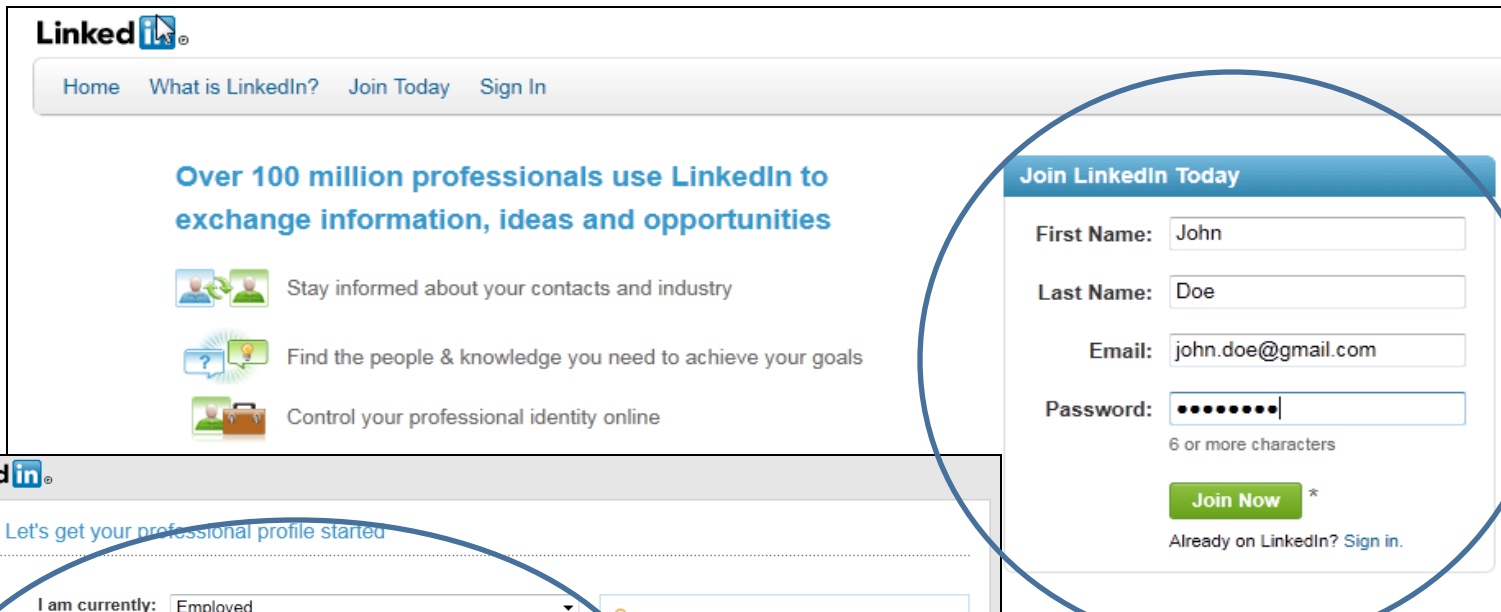


Key Features

- Profile
- Contacts
- Groups
- Account Settings

Create An Account

- 1) Go to: <http://www.linkedin.com/>
- 2) Enter name, email, password, & basic information



LinkedIn

Home What is LinkedIn? Join Today Sign In

Over 100 million professionals use LinkedIn to exchange information, ideas and opportunities

Stay informed about your contacts and industry

Find the people & knowledge you need to achieve your goals

Control your professional identity online

Join LinkedIn Today

First Name: John

Last Name: Doe

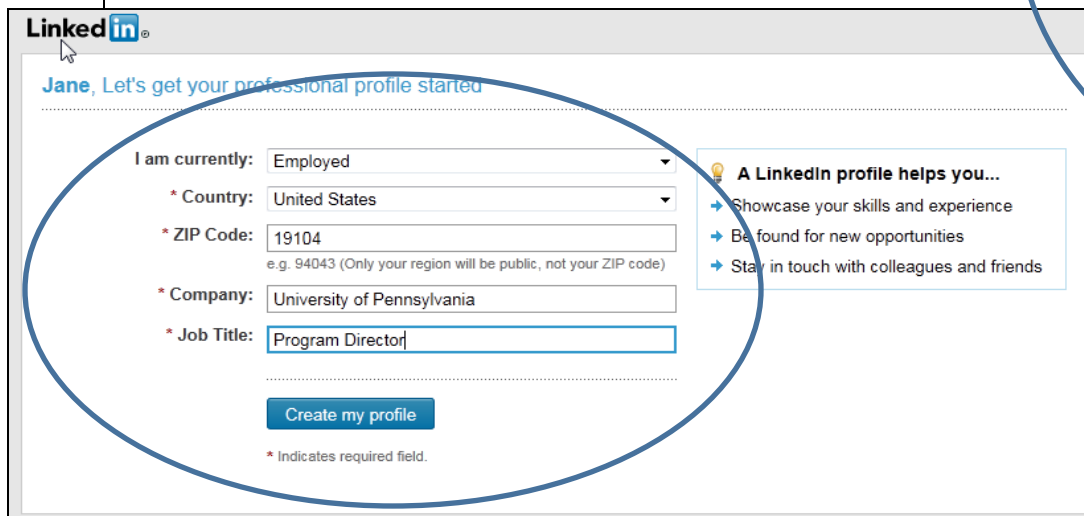
Email: john.doe@gmail.com

Password: ●●●●●●

6 or more characters

Join Now *

Already on LinkedIn? [Sign in.](#)



LinkedIn

Jane, Let's get your professional profile started

I am currently: Employed

* Country: United States

* ZIP Code: 19104
e.g. 94043 (Only your region will be public, not your ZIP code)

* Company: University of Pennsylvania

* Job Title: Program Director

Create my profile

* Indicates required field.

A LinkedIn profile helps you...

- Showcase your skills and experience
- Be found for new opportunities
- Stay in touch with colleagues and friends

- 3) Confirm your email address
- 4) Skip all other steps



Fill In Core Profile Information

- 1) Highlight profile and click edit profile
- 2) Upload photo, employment history, and education

LinkedIn Account Type: Basic Jane Doe Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Advanced

Successful Women Network - Apply to the Cambridge Who's Who network for Successful Women. From: Tom Gricka

Jane Doe Edit
Program Director at University of Pennsylvania
Greater Philadelphia Area | Higher Education

+ Add Photo

Post an update

Current • **Program Director at University of 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/jane-doe/33/89/159> Edit

Add another position

Import your résumé
Ask for recommendations
Create your profile in another language

25% profile completeness

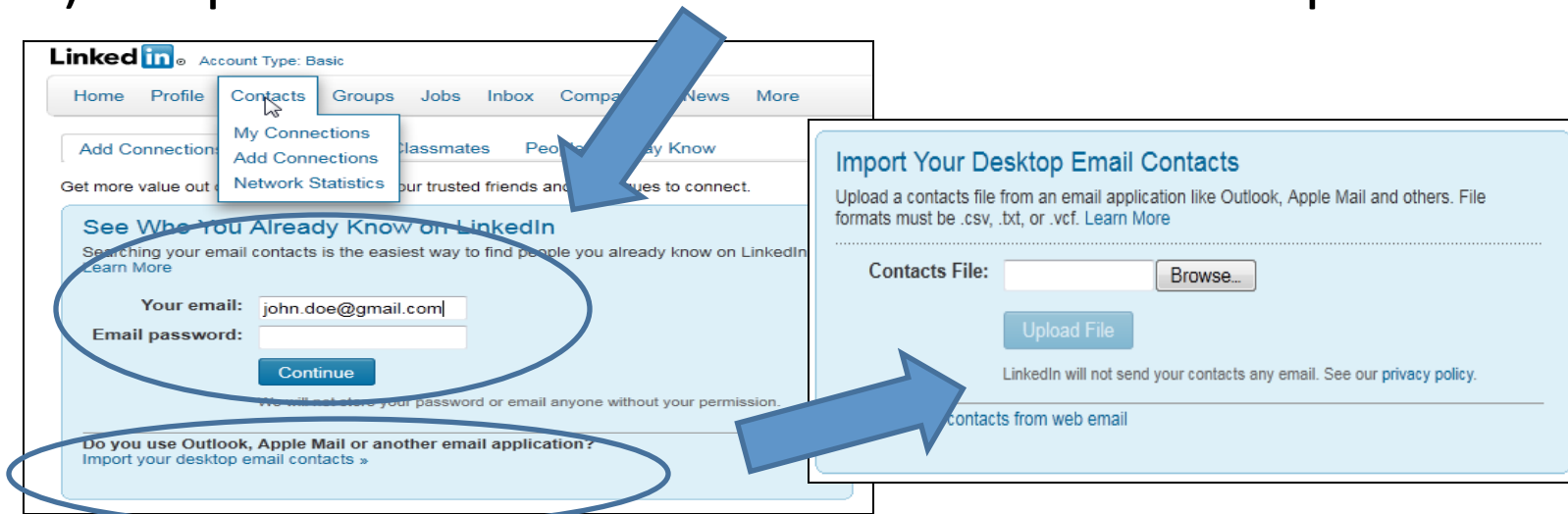
Complete your profile quickly
Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)

- + Add another position (+15%)
- + Add your education (+15%)
- + Add a picture (+5%)
- + Add your summary (+5%)
- + Add your specialties (+5%)
- + Ask for a recommendation (+5%)

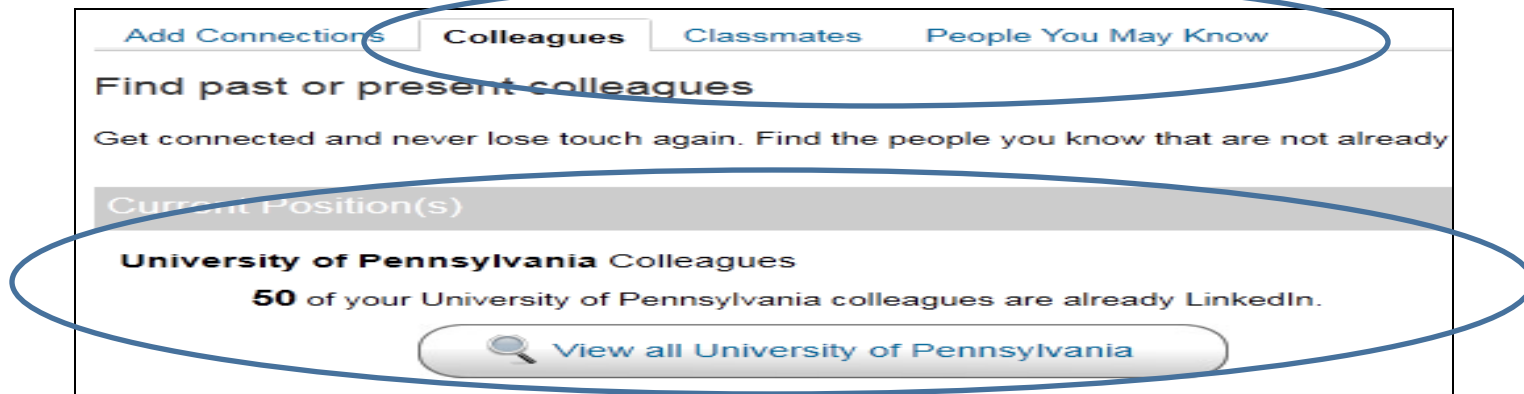
Find Connections

- 1) Highlight Contacts and click add connections
- 2) Import contacts via web mail or via desktop file



The screenshot shows the LinkedIn 'Contacts' menu with 'Add Connections' highlighted. Below it, there are two main options for importing contacts: 'See Who You Already Know on LinkedIn' and 'Import Your Desktop Email Contacts'. The 'See Who You Already Know on LinkedIn' section includes a form for 'Your email' (john.doe@gmail.com) and 'Email password', with a 'Continue' button. Below this is a link: 'Do you use Outlook, Apple Mail or another email application? Import your desktop email contacts >'. The 'Import Your Desktop Email Contacts' section has a 'Contacts File' input field with a 'Browse...' button, an 'Upload File' button, and a note: 'LinkedIn will not send your contacts any email. See our privacy policy.' Below this is a link: 'Import contacts from web mail'. Blue arrows point from the 'Add Connections' menu item to the 'See Who You Already Know on LinkedIn' section and from the 'Do you use Outlook...' link to the 'Import Your Desktop Email Contacts' section. Blue ovals highlight the 'Your email' and 'Email password' fields, the 'Do you use Outlook...' link, and the 'Colleagues' tab in the next screenshot.

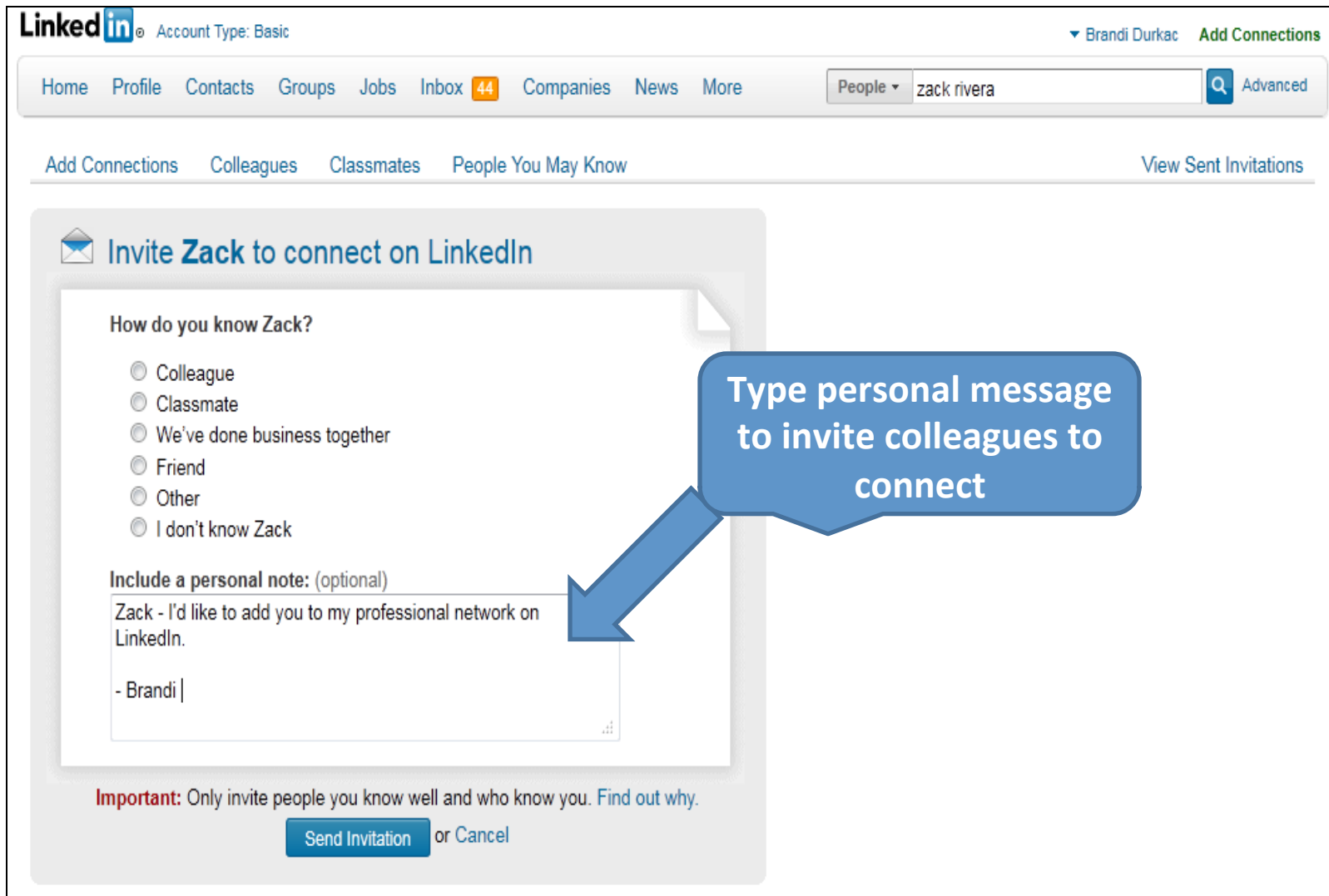
- 3) Search for colleagues, classmates, and others



The screenshot shows the 'Colleagues' search results page. At the top, there are tabs for 'Add Connections', 'Colleagues', 'Classmates', and 'People You May Know'. Below the tabs, the text reads: 'Find past or present colleagues' and 'Get connected and never lose touch again. Find the people you know that are not already'. A section titled 'Current Position(s)' shows 'University of Pennsylvania Colleagues' with the text: '50 of your University of Pennsylvania colleagues are already LinkedIn.' At the bottom, there is a button with a magnifying glass icon and the text: 'View all University of Pennsylvania'. Blue ovals highlight the 'Colleagues' tab, the 'Find past or present colleagues' text, the 'Current Position(s)' section, and the 'View all University of Pennsylvania' button.

Find Connections

4) Send personal message to add contacts individually



The screenshot shows the LinkedIn interface for inviting a contact. At the top, the user is logged in as Brandi Durkac. The navigation bar includes Home, Profile, Contacts, Groups, Jobs, Inbox (44), Companies, News, and More. A search bar shows 'People' and 'zack rivera'. Below the navigation, there are tabs for 'Add Connections', 'Colleagues', 'Classmates', and 'People You May Know', along with a 'View Sent Invitations' link.

The main content area is titled 'Invite Zack to connect on LinkedIn'. It contains a form with the following sections:

- How do you know Zack?**
 - Colleague
 - Classmate
 - We've done business together
 - Friend
 - Other
 - I don't know Zack
- Include a personal note: (optional)**

Zack - I'd like to add you to my professional network on LinkedIn.

- Brandi |

A blue callout box with a white border and a blue arrow pointing to the personal note field contains the text: "Type personal message to invite colleagues to connect".

At the bottom of the form, there is an **Important:** notice: "Only invite people you know well and who know you. Find out why." Below this are two buttons: "Send Invitation" and "or Cancel".



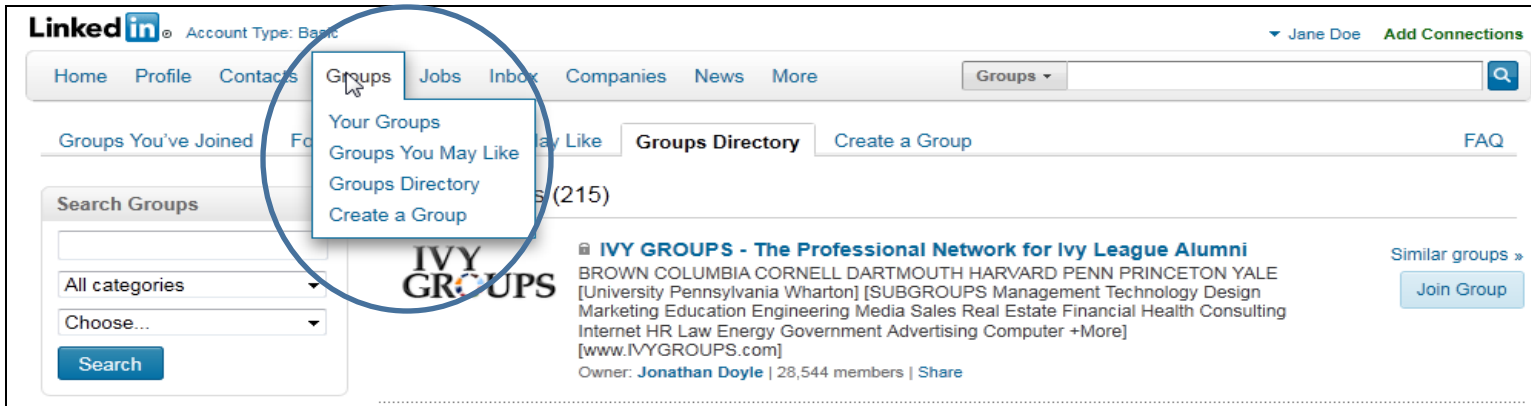
Join Groups & Sign Up for Updates

- 1) Highlight and Click on Groups
- 2) Search for “The Executive Doctorate in Higher Education Management” and Click to Join Group

The screenshot shows the LinkedIn homepage for a user named Jane Doe. The navigation bar includes links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. The 'Groups' link is highlighted with a blue oval. A search bar is also highlighted with a blue oval, containing the text 'The Executive Doctorate in Higher Education Man' and a search icon. Below the navigation bar, the group page for 'The Executive Doctorate in Higher Education Management' is displayed. The group is associated with the University of Pennsylvania Graduate School of Education (PennGSE). The description reads: 'Alumni and those associated with the The Executive Doctorate in Higher Education Management at the University of Pennsylvania Graduate School of Education'. There are buttons for 'Join Group', 'Share group', and 'Report as...'. On the right side, there is an 'About this Group' section with the following details: Created: August 15, 2008; Type: Alumni Group; Members: 106; Subgroups: 10; Owner: Andrew Harker, EdD; Managers: Brandi Durkac and Blake Naughton; Website: http://www.gse.upenn.edu/execdoc/.

Join Groups & Sign Up for Updates

3) Highlight Groups and Click Groups You May Like (will search and suggest groups based on your profile information)



4) Search for group by your areas of interests and categories

- Industry (e.g. – Higher Education Management Group)
- Alumni (e.g. – Ivy League Alumni, Duke Club of Baltimore)
- Associations (e.g. – NASPA, U.S. Distance Learning Assoc)
- Employers / Former Employers



Sample Profiles

Wallace “Wally” Boston (Exec Doc Cohort 8):

<http://www.linkedin.com/pub/wallace-boston/3/688/551>

The screenshot shows the LinkedIn profile of Wallace Boston. At the top, the navigation bar includes Home, Profile, Contacts, Groups, Jobs, Inbox (43), Companies, News, and More. A dropdown menu is open over the 'People' search field. Below the navigation bar, there is a notification: "Native Salesforce quoting - New Configurator with layout editor & live line item tuning. Free Trial! From: DreamFactory Software". The main profile section features a profile picture of Wallace Boston, his name "Wallace Boston" with a "1st" badge and LinkedIn icon, and his current role: "President & CEO at American Public University System" in the "Baltimore, Maryland Area" for "Education Management". To the right of the profile picture are three buttons: "Suggest a profile update for Wallace", "Send Wallace a message", and "Recommend Wallace". Below these buttons is a link to "Wallace's Profile".

Brandi Durkac (Exec Doc Graduate Assistant):

<http://www.linkedin.com/in/brandidurkac>

The screenshot shows the LinkedIn profile of Brandi Durkac. The navigation bar is similar to the previous profile, but includes an "Add Connections" button. Below the navigation bar, there is a notification: "Get ready for donorForce! - Salesforce + appiChar = donorForce, the future of donor management From: appiChar Australia". The profile section features a profile picture of Brandi Durkac, her name "Brandi Durkac" with an "Edit" link, and her current role: "Graduate Assistant, Executive Doctorate in Higher Education Mngt at University of Pennsylvania" in the "Greater Philadelphia Area" for "Education Management". To the right of the profile picture is a "Share profile" button. Below the profile picture is an "Edit" link. At the bottom right of the profile section, there is a "100% profile completeness" indicator.



Section 2:

Tips for Tapping Into More LinkedIn Features (Intermediate)



Expanding Your Network

- Complete your profile
 - Summary and resume
 - Others: Websites, Interests, Email Addresses
- Manage your network and connections
 - Tag your connections by relationship
 - Track network statistics and number of connections
 - Contribute to group discussion threads
- Ask for introductions
 - Note degree of connection before asking
 - Explain your goals (e.g. – research interests, job interests, recruiting)
- Make and ask for recommendations

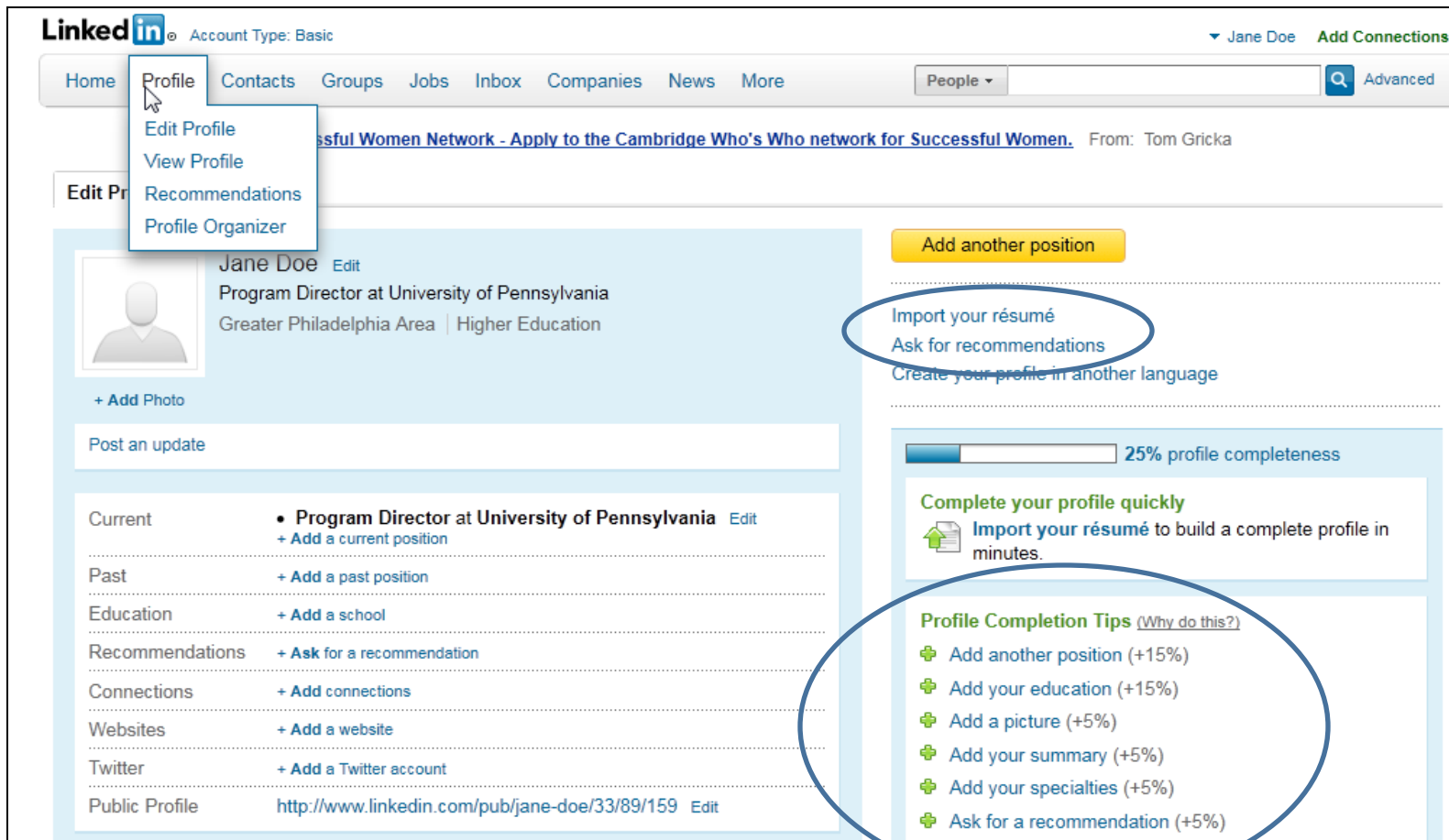


Key Features

- Profile
 - Recommendations
- Contacts
 - Tagging
 - Network Statistics
 - Introductions
- Groups

Complete Your Profile

- 1) Import resume to complete your profile (optional)
- 2) Ask for recommendations for your network
- 3) Refer to profile completion tips and % completed



The screenshot shows a LinkedIn profile for Jane Doe, Program Director at University of Pennsylvania. The profile is 25% complete. A dropdown menu is open over the 'Profile' link in the navigation bar, showing options: Profile, Edit Profile, View Profile, Recommendations, and Profile Organizer. A blue circle highlights the 'Import your résumé' and 'Ask for recommendations' options in the 'Add another position' section. Another blue circle highlights the 'Profile Completion Tips' section, which lists: Add another position (+15%), Add your education (+15%), Add a picture (+5%), Add your summary (+5%), Add your specialties (+5%), and Ask for a recommendation (+5%).

LinkedIn Account Type: Basic Jane Doe Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Advanced

Successful Women Network - Apply to the Cambridge Who's Who network for Successful Women. From: Tom Gricka

Edit Profile

Jane Doe Edit
Program Director at University of Pennsylvania
Greater Philadelphia Area | Higher Education

+ Add Photo

Post an update

Current • Program Director at University of 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/jane-doe/33/89/159> Edit

Add another position

Import your résumé
Ask for recommendations
Create your profile in another language

25% profile completeness

Complete your profile quickly

Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)

- + Add another position (+15%)
- + Add your education (+15%)
- + Add a picture (+5%)
- + Add your summary (+5%)
- + Add your specialties (+5%)
- + Ask for a recommendation (+5%)



Manage Your Network & Connections

- 1) Sort connections by automated tags
- 2) Add new tags by research interest, professional discipline, and more

LinkedIn Account Type: Basic

Home Profile **Contacts** Groups Jobs Inbox 43 Companies News More People

My Connections Add Connections Profile Organizer Network Statistics Add Conn

Filter Connections Select: All, None

All Connections (541)

▼ **Tags** Manage

- colleagues (279)
- partners (44)
- friends (30)
- classmates (17)
- group members
- untagged (171)

► Last Name

► Companies

► Locations

► Industries

► Recent Activity

Regional Sales Manager - FinancialForce.com

Naughton, Blake 233
Senior Fellow & Director - University of Pennsylvania

Neels, Peter
Vice President C Service - Shakle

Neff, Kathy
Solutions Consul RightNow Techn

Nehru, Vikas
VP Products - Ka

Neugebauer, S
Sansom Commur Assistant for Re

Manage Tags

Complete list of tags

All Tags

Add New Tag

- classmates
- friends
- partners
- colleagues
- group members

What are tags?

Tags are simple keywords that you can create to organize your connections for quick filtering on LinkedIn. You can use this window to create new tags or delete old ones. Notes that you can create up to 200 unique tags.

Tag your connections by closing this window, selecting a connection and clicking on "Edit tags".



Manage Your Network & Connections

- 3) Monitor your number of connections (direct, two and three degrees away)
- 4) Look for opportunities to expand your connections by region or industry

LinkedIn Account Type: Basic

Home Profile **Contacts** Groups Jobs Inbox 49 Companies News More People

My Connections Add Connections Profile Organizer Network Statistics

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 7,351,200+ professionals — here's how your network breaks down:

1	Your Connections Your trusted friends and colleagues	541
2	Two degrees away Friends of friends; each connected to one of your connections	172,300+
3	Three degrees away Reach these users through a friend and one of their friends	7,178,300+
Total users you can contact through an Introduction		7,351,200+

21,536 new people in your network since May 14

More About Your Network

REGIONAL ACCESS

Top locations in your network:

- 19% 1. San Francisco Bay Area
- 8% 2. Greater New York City Area
- 4% 3. Greater Boston Area
- 3% 4. Washington D.C. Metro Area
- 3% 5. Greater Denver Area

Your region: Greater Philadelphia Area

Your connections are in 74 locations but your network gives you access to **947 additional locations**, including:

- United Kingdom
- Paris Area, France
- Sacramento, California Area

Fastest growing locations in your network:

- 1. San Francisco Bay Area
- 2. United States
- 3. United Arab Emirates

INDUSTRY ACCESS

Top industries in your network:

- 20% 1. Computer Software
- 19% 2. Information Technology and Services
- 4% 3. Marketing and Advertising
- 4% 4. Internet
- 4% 5. Telecommunications

Your industry: Education Management

Your connections are in 78 industries but your network

Fastest growing industries in your network:

Manage Your Network & Connections



- 5) Initiate and contribute to group threads about jobs, career discussions, promotions, and more

A screenshot of a LinkedIn group page for "The Executive Doctorate in Higher Education Management". The user is Brandi Durkac. The page shows navigation tabs for Discussions, Members, Promotions, Jobs, Search, and Manage. A blue oval highlights a post in the Discussions tab that says: "Please join Blake, Ginger, Laura, and me in congratulating Exec Doc Cohort 9 on their graduation!". To the right, there is a "Manager's Choice" section with a post congratulating JoAnn Rooney.

A second screenshot of the same LinkedIn group page, but with the "Jobs" tab selected. A blue oval highlights a post in the Jobs section that says: "I am interested in learning more about best practices in advancement and development in higher education. What resources would you suggest I explore?". The post includes a profile picture of Brandi Durkac and a "My Activity" label. Below the post are options to "Add more details...", "Attach a link", and a "Share" button.



Ask For Introductions

- 1) Identify a contact you would like to get introduced to through a connection (e.g. – Lois MacNamara)

The screenshot shows a LinkedIn profile for Lois MacNamara. The search bar at the top is circled in blue, containing the text "lois macnamara". The "Get introduced through a connection" link is also circled in blue. The profile information includes:

- Name:** Lois MacNamara (2nd)
- Title:** Assistant Dean, Academic & Student Affairs at University of Pennsylvania
- Location:** Greater Philadelphia Area | Higher Education
- Current Position:**
 - Assistant Dean, Academic & Student Affairs at University of Pennsylvania
 - Instructor for Strategic Leadership Research & Evaluation at Neumann University
 - Assistant Dean for Academic & Student Affairs at University of Pennsylvania, Graduate School of Education
- Education:** University of Pennsylvania
- Connections:** 179 connections
- Public Profile:** <http://www.linkedin.com/pub/lois-macnamara/1/67a/351>

On the right side of the profile, there are several options: "Add Lois to your network", "Send InMail", "Get introduced through a connection" (circled in blue), and "Save Lois's Profile". Below these are "Ads by LinkedIn Members", including "Find A Great Job Now" and "Proj. Mgmt. Exec Briefing".



Ask For Introductions

- 2) Choose a trusted connection to make an introduction
- 3) Explain your goals for making this connection (e.g. – research interests, job i

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 43 Companies News More

Compose introductions

To: **Lois MacNamara**
From: Brandi Durkac

15 of your trusted connections can introduce you to Lois. Please choose one:

- Chen, Felby
- Felder, Pamela
- Gasman, Marybeth
- Haritos Tsamitis, Dena
- Hartley, Matt
- Henry, Lauren
- Knap, Andrew
- LaLond Wyant, Alison
- Lynch, Doug
- Miller, Amy
- Naughton, Blake
- Neugebauer, Samantha
- Perna, Laura
- Ruby, Alan
- Wang, Rong(Lotus)

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 43 Companies News More

Introductions

Request an Introduction [How do Introductions work?](#)

To: **Lois MacNamara**
From: Brandi Durkac
 Include my contact information

Enter the contact information you would like to share

Email: brandi.durkac@gmail.com
Phone:

Category: Choose...
Subject:

Your message to Lois:

Lois is interested in:
career opportunities,
expertise requests,
reference requests,
getting back in touch

Include a brief note for Blake Naughton:

Note: You have no Introductions en route. You can send 5 out at a time with your current account.

or



Make and Ask for Recommendations

1) Make and manage recommendations for colleagues, students, and business partners

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 43 Companies News More People ▾

Receive Edit Profile View Profile Recommendations Profile Organizer

Sent Recommendations Request Recommendations

Manage recommendations you've sent

Show: All (5) | Colleagues (4) | Service Providers (0) | Business Partners (1) | Students (0)

Save Changes

Recommendation detail:	Display on my profile to:	Date:
[Edit] Stephen Kraus as Director - Sales Consulting at KANA	Everyone ▾	5/18/2010
[Edit] Brian Burke as Account Executive at BigMachines, Inc.	Everyone ▾	4/21/2009
[Edit] Bruce Killion as Director Strategic Alliances at KANA Software	Everyone ▾	1/15/2009
[Edit] Christian Carlson as Solution Architect at KANA Software	Everyone ▾	2/27/2008
[Edit] Nigel Walsh as Regional Account Manager at KANA	Everyone ▾	2/07/2005

Change all to: Everyone ▾

Save Changes

Make a recommendation

Name: First Name Last Name Email

L. Enter a name OR select from your connections list.

Recommend this person as a:

Colleague: You've worked with them at the same company



Make and Ask for Recommendations

2) Request recommendations from your network

The screenshot shows the LinkedIn 'Request Recommendations' page. At the top, the navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox' (with 43 notifications), 'Companies', 'News', and 'More'. A dropdown menu is open under 'Profile', showing options: 'Edit Profile', 'View Profile', 'Recommendations', and 'Profile Organizer'. The main heading reads 'Ask the people who know you best to endorse you on LinkedIn'. The interface is divided into three numbered steps:

- 1 Choose what you want to be recommended for**
A dropdown menu shows 'Choose...' with a link to '[Add a job or school]' below it.
- 2 Decide who you'll ask**
A field labeled 'Your connections:' is empty, with a note below it: 'You can add 200 more recipients'.
- 3 Create your message**
The 'From:' field is set to 'Brandi Durkac' with the email 'brandi.durkac@gmail.com'. The 'Subject:' field contains 'Can you endorse me?'. The message body text is: 'I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know. Thanks in advance for helping me out. -Brandi Durkac'.



Section 3:

Tips for the LinkedIn Power User (Advanced)



Becoming a Network Hub

- Ask questions and provide answers
- Expand and share your knowledge
 - Post regular status updates to keep your contacts up-to-date
 - Sign up for LinkedIn Today, LinkedIn Signal, and LinkedIn Blog for professional development
- Help others connect
 - Form a group
 - Hold events for people with common interests
- Publicize your LinkedIn profile
 - Email signature, website, resume, business cards



Key Features

- Answers
 - Ask a Question
 - Browse Open Questions
- LinkedIn Today
- LinkedIn Signal
- Status Updates
- LinkedIn Blog
- Groups



Ask Questions and Provide Answers

- 1) **Ask a Question** by category of interest (note: ask within your group rather than your entire network)
- 2) **Browse Open Questions** by degree, date, or category

LinkedIn Account Type: Basic Brandi Durkac

Home Profile Contacts Groups Jobs Inbox 43 Companies News More Answers

Answers Home Advanced Answers Search My Q&A Ask a Question

Ask a Question Get answers from your connections and experts in your network. [Next](#)

Answer Questions Answer questions from experts. [Learn more](#) [Answer Now](#)

New Questions From Your Network

- What questions would you ask to qualify a B2B tech PR agency? 0 answers | Asked by Mary Conley Eggert [2nd] | 5 minutes ago in Public Relations
- Can you suggest a job board or craigslist type posting forum in Tokyo, Japan?

Featured Category Financial Markets Sponsored by: [OppenheimerFunds](#)

My Q&A You have 0 open questions. [Ask a question now.](#) [View all your questions & answers](#)

Browse Administration Business Operations

LinkedIn Account Type: Basic Brandi Durkac Add Connections

Home Profile Contacts Groups Jobs Inbox 43 Companies News More Answers

Answers Home Advanced Answers Search My Q&A **Ask a Question** Answer Questions

Ask a Question [See examples](#)

Only share this question with connections I select (note: you will receive fewer answers)

Add details (optional) Adding details will help your connections and experts in answering your question.

Categorize your question

- Law and Legal
- Management
- Marketing and Sales
- Nonprofit
- Personal Finance
- Product Management
- Professional Development
- Startups and Small Businesses

Is your question related to...?

- Recruiting
- Promoting your services
- Job seeking

If so, please indicate that when asking your question. Miscategorized questions may be removed or reported by other users.

What should I ask?

Before you ask...

We may have the solution for you elsewhere on LinkedIn.

- LinkedIn Questions? View our Customer Service FAQ.
- Recruiting? Post your job on LinkedIn.
- Promoting your services?

LinkedIn Account Type: Basic Brandi Durkac

Home Profile Contacts Groups Jobs Inbox 43 Companies News More Answers

Answers Home Advanced Answers Search My Q&A Ask a Question **Answer Questions**

Browse Open Questions [Open Questions](#) [Closed Questions](#) [Experts](#) sorted by: Degrees away from you | [Date](#)

- What are you most thankful for? 24 answers | Asked by [Mary Conley Eggert](#) [2nd] | 3 days ago in Career Management, Communication and Public Speaking
- What questions would you ask to qualify a B2B tech PR agency? 0 answers | Asked by [Mary Conley Eggert](#) [2nd] | 8 minutes ago in Public Relations
- Can you suggest a job board or craigslist type posting forum in Tokyo, Japan? 0 answers | Asked by [Gene Leshinsky](#) [2nd] | 22 minutes ago in Staffing and Recruiting
- What do you think are the keys to running a successful telephone sales training program? 3 answers | Asked by [Flyn Penoyer](#) [2nd] | 2 hours ago in Sales Techniques, Occupational Training
- Internet Radio 6 answers | Asked by [Gary Smith](#) [2nd] | 2 hours ago in Business Development

Browse Administration Business Operations Business Travel Career and Education Conferences and Event Planning Finance and Accounting Financial Markets Government and Nonprofit Health Hiring and Human Resources International Law and Legal Management Marketing and Sales Nonprofit Personal Finance Product Management




Expand and Share Your Knowledge


- 1) Post regular status updates to keep your contacts up-to-date

LinkedIn Account Type: Basic


Home Profile Contacts Groups Jobs Inbox 43 Companies News More People ▾


[Find A Great Job Now - Find Out Who's Hiring- \\$100K+ Jobs at Th](#)


 I'm putting together a LinkedIn tutorial with tips for novice, intermediate, and advanced users. Please let me know if you are interested, and I can send you a copy.

[Attach a link](#) visible to: anyone ▾  [Share](#)

All Updates • Shares • Companies • More ▾ Search Updates 🔍

 **Vijay Vadlamudi** is now connected to John Collins, Scott Urbatsch and Tyler Hofinga
4 minutes ago • [Send a message](#)

 **Neil Twa** joined 6 groups: [Web Jobs 2.0](#), [Software Development Jobs](#), [Business on Rails](#), [Freelancers in programming](#), and [Ruby on Rails](#)
6 minutes ago • [Find a group for you](#)

 **Marybeth Gasman** is now connected to Maher Zamel, Darnell Cole and Kim Nehls
7 minutes ago • [Send a message](#)



Expand and Share Your Knowledge

- 2) Sign up for *LinkedIn Today* (optional)
- 3) Follow top news sources and industries to discover what your colleagues are reading and sharing

The screenshot shows the LinkedIn Today homepage for user Brandi Durkac. The main article is "Fly Like Your Rich With Social Flights (And Private Planes)" from fastcompany.com, featuring a photo of an airport terminal and 145 shares. Below the article are suggested industries: Higher Education (Carnegie Mellon University), IT (The Quiet Revolution in Open Learning), and Internet (Exploding watermelons in China). On the right, there are sections for "TOP SOURCES" (WSJ, CNN, NPR, Bloomberg, HBR) and "SUGGESTED INDUSTRIES" (Higher Education, IT, Internet). Blue circles highlight the "TOP SOURCES" and "SUGGESTED INDUSTRIES" sections.

LinkedIn Account Type: Basic Brandi Durkac Add Connections

Home Profile Contacts Groups Jobs Inbox 43 Companies News More Updates

LINKEDIN TODAY - MAY 17

The most shared news on LinkedIn Take the tour » Powered by twitter + LinkedIn

FRONT PAGE HIGHER... IT INTERNET MARKETING &... ONLINE MEDIA MANAGEMENT... BROWSE ALL SAVED (0)

Fly Like Your Rich With Social Flights (And Private Planes)

fastcompany.com Share Save

Have you ever wanted to take a quick weekend trip to some out-of-the-way place, but canned the idea because there was no practical way to get there without having to make a connection or two...

145 »

Search any topic

TOP SOURCES

- WSJ online.wsj.com » Unfollow
- CNN money.cnn.com » Follow
- npr.org » Follow
- bloomberg.com » Follow
- hbr.org » Follow

See all »

SUGGESTED INDUSTRIES

Higher Education » Based on your professional experience Unfollow

IT » Popular on LinkedIn Follow

Internet » Popular on LinkedIn Follow

See all »

SUGGESTED INDUSTRIES

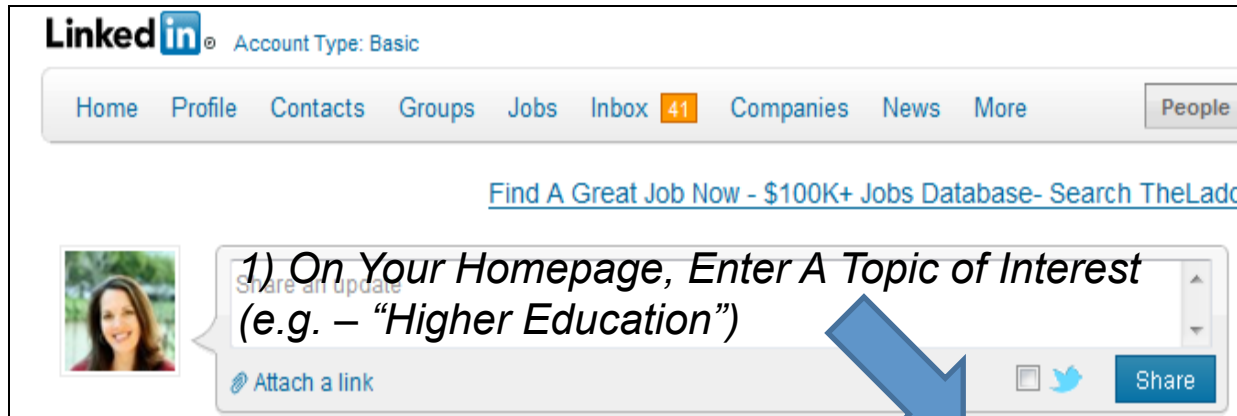
HIGHER EDUCATION INDUSTRY SEE ALL »

Based on your professional experience Follow

- Carnegie Mellon University** Carnegie Mellon's Classroom Salon campustechnology.com
- The Quiet Revolution in Open Learning chronicle.com 78 shares
- Exploding watermelons in China bbc.co.uk 142 shares

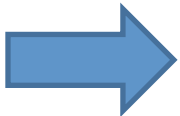
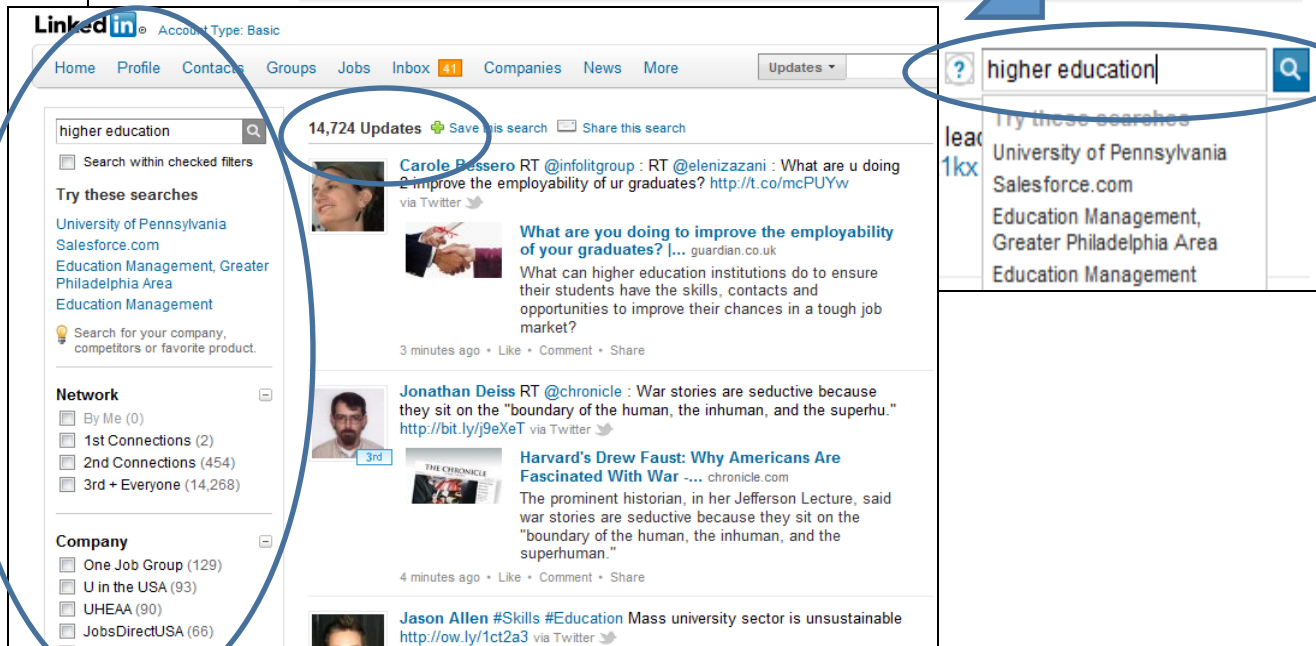
Expand and Share Your Knowledge

4) Search for information with *LinkedIn Signal* (optional)



2) Filter Results By:

- Network
- Company
- Industry
- Time
- Location,
- School,
- Topics



Expand and Share Your Knowledge

5) Subscribe to the **LinkedIn Blog** (optional) to find out about new features, tips & tricks, Speaker Series...



The screenshot shows the LinkedIn blog homepage. At the top left is the "LinkedIn blog" logo. Below it is a search bar and a "Search" button. To the right are navigation links for "main", "archives", "subscribe", and "LinkedIn.com".

The main content area features a featured post titled "LinkedIn and Bay to Breakers: A Passion for Winning" by Armen Vartanian, dated May 16th, 2011. It includes a profile picture, a share button (131), and a tweet button (106). Below this is an "Ed. note" and a paragraph starting with "Over this past week...".

A callout box highlights the "Bringing you the best of LinkedIn's Speaker Series" section, featuring a post by Brooke Lopez from April 19th, 2011, with 305 shares and 329 tweets. The callout contains the following text:

Many of our readers have stumbled upon the livestream of LinkedIn Speaker Series – featuring interviews with transformative individuals from different realms of professional life. We're glad to have hosted visionary leaders like Newark Mayor [Cory Booker](#), personal finance guru [Suze Orman](#), best-selling author [Deepak Chopra](#) and others in the recent past. Most of these interviews last roughly an hour followed by questions from our audience – employees and guests – gathered in our Mountain View office.

Given tons of requests, we've decided to stream all of our Speaker Series videos on YouTube. Check out our [past Speaker Series videos here](#).

Last week's event featured an interview with Salman Khan, educator and founder of the Khan Academy – a free online education platform aimed to "accelerate learning for students of all ages". [Bill Gates](#), who introduced Sal at TED 2011, called out the academy as "the future of education". Our CEO, [Jeff Weiner's](#) Q&A with Sal last Friday, delved into many of these topics and more.

Here's the entire Q&A session:

On the left side of the page, there is a "recent posts" section with three items, each marked "NEW!". Below that is a "subscribe" section with a "LinkedIn blog feed" RSS icon and a "Subscribe" button. At the bottom left, there is a "categories" section with links for "Using LinkedIn" and "About LinkedIn", each with sub-links for "New Features", "Tips & Tricks", "Engineering", "In the News", "Developers", and "Mobile".



Help Others Connect

- 1) Create group around a common area of interest and cultivate discussions about professional development

LinkedIn Account Type: Basic Brandi Durkac Add Connections

Home Profile Contacts Groups Jobs Inbox 43 Companies News More Groups

Groups You've Joined Following Groups You May Like Groups Directory **Create a Group** FAQ

Logo: Your logo will appear in the Groups Directory and on your group pages.

Browse...

Note: PNG, JPEG, or GIF only; max size 100 KB

* I acknowledge and agree that the logo/image I am uploading does not infringe upon any third party copyrights, trademarks, or other proprietary rights or otherwise violate the User Agreement.

* **Group Name:**

Note: "LinkedIn" is not allowed to be used in your group name.

* **Group Type:** Choose...

* **Summary:** Enter a brief description about your group and its purpose. Your summary about this group will appear in the Groups Directory.

* **Description:** Your full description of this group will appear on your group pages.



Help Others Connect

2) Promote an online or in-person event for connections with a common interest

Group: Penn GSE Higher Education Alumni

Group: University of Pennsylvania – Graduate School of Education

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 43 Companies

Penn GSE Higher Education Alumni
a subgroup of University of Pennsylvania - Graduate School of Education

Discussions Members Promotions Jobs S...

Start a discussion or share something with the group...
Maximum length is 200 characters.
Attach a link Share

My Activity

Latest Discussions 1 of 1 See all new discussions >

Recommended Reading Lists astore.amazon.com • 16 hours ago

Like Comment Flag More

Most Popular Discussions

Pennsylvania Governor's Conference on Higher Education
Thursday, June 10 and Friday, June 11

Only one week left to register for the Pennsylvania Governor's Conference on Higher Education being held June 10 and 11, 2010, at the Lancaster County Convention Center in Lancaster, PA. Please join Governor Edward G. Rendell and the ...
Lauren Stop Following posted May 10, 2010

Yve-Car Momperousse 1 month ago • Yve-Car likes this.

Like Comment Follow More

Higher Education in China: An Overview
Wednesday, April 28
12:00 noon
GSE Room 400

Professor Li Yong, a GSE visiting professor and associate professor and executive deputy director for the institute of higher education at Beijing Forestry University will be giving a lecture to GSE students and others ...
Lauren Stop Following posted April 19, 2010

Allan Joseph Medwick 6 months ago • 1 live in DC, so I missed the event, but I've known Professor Li since my first trip to China in 2004 :)

See all 4 comments >

Like Comment Follow More

Updates: Last 7 Days

Keanan Barbour-March has joined the group.
2 hours ago • Send message

Jeanne Stanley started a discussion: Recommended Reading Lists
16 hours ago • Like • Add comment

Jonathan Berhanu has joined the group.
21 hours ago • Send message

See all updates >

Ads by LinkedIn Members

Native Salesforce quoting
New Configurator with layout editor & live line item tuning. Free Trial!
Learn More >

RFID Asset Tracking
Asset Management For Universities. Easy To Use, Integrates with Excel.

Penn GSE Networking Roulette: Our First-Ever Online Speed Networking Event
Penn GSE Alumni Relations and The Education Alumni Association Board are excited to invite you to join GSE for our first-ever online networking event!

Are you seeking a potential mentor? Looking to make connections in the field of education? Interested in "talking shop" with ...
Lauren Stop Following posted 27 days ago

Devon Skerritt 20 days ago • Devon likes this.



Publicize your LinkedIn profile

Email Signature

Brandi Durkac
M.S.Ed. Candidate and Graduate Assistant
PennGSE Executive Doctorate in Higher Education Management
Phone: 650-799-6737
Email: bdurkac@gse.upenn.edu
Find me on LinkedIn: <http://www.linkedin.com/in/brandidurkac>

Business Cards

Adrian Jackson
Enterprise Software Sales Manager
Outstanding Rolodex of Fortune 500 Decision-makers

MSEE with 20 years hands-on software sales experience
#1 salesperson out of 15 national reps at Microsoft
Launched two software startups from \$0 to \$15+million in sales

415.555.1212 cell
adrianjacksonemail@email.com
www.Linkedin.com/myprofilehere

Resume

BRANDI DURKAC
3440 Market Street, Philadelphia, PA 19104
(650) 799-6737
bdurkac@gse.upenn.edu
<http://www.linkedin.com/in/brandidurkac>

SUMMARY OF QUALIFICATIONS

I am an accomplished business development professional seeking to apply my consultative and results-driven experiences, graduate studies in Higher Education Management, and exceptional relationship management skills to a new challenge. My unique



Section 4: Other Features of Interest and Resources



Additional Features

- Account Settings
- Mobile
- Jobs
- Company Pages
- Skills (beta)
- Applications
- LinkedIn Premium

Account Settings: Manage Preferences and Privacy Controls



LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 43 Companies News More People

Brandi Durkac Add Connections

Settings Sign Out

Brandi Durkac
Member since: September 8, 2004

PRIMARY EMAIL [Change](#) PASSWORD [Change](#)
brandi.durkac@gmail.com

ACCOUNT TYPE: BASIC
[Compare account types](#)

GET MORE WHEN YOU UPGRADE!
• More communication options
• Enhanced search tools
[Upgrade](#)

INMAILS ?
0 available [Purchase](#)

INTRODUCTIONS ?
5 of 5 available [Upgrade](#)

Frequently asked questions

- ➔ Can't Find "Settings" or "Sign Out" Links
- ➔ Group Member Settings
- ➔ Submission and Moderation Queue Settings
- ➔ Managing Account Settings
- ➔ Updating Twitter Settings

[See all frequently asked questions](#)

You are using the new settings page.
[Send us feedback](#)

Profile

Email Preferences

Groups, Companies & Applications

Account

PRIVACY CONTROLS

- Turn on/off your activity broadcasts
- Select who can see your activity feed
- Select what others see when you've viewed their profile
- Select who can see your connections
- Change your profile photo & visibility »

SETTINGS

- Manage your Twitter settings

HELPFUL LINKS

- Edit your name, location & industry »
- Edit your profile »
- Edit your public profile »
- Manage your recommendations »

Mobile: Download LinkedIn Mobile to Access LinkedIn from Anywhere



LinkedIn Mobile

For Professionals Going Places

Find and connect with over 100 million professionals, get the latest updates, and share your status - all from your mobile device.



Choose your phone:



iPhone



BlackBerry



Android



Palm

For all other phones, go to:
<http://m.linkedin.com>

Jobs: For Job Seekers and Recruiters



LinkedIn Account Type: Basic Brandi Durkac Add Connections

Home Profile Contacts Groups **Jobs** 43 Companies News More

Jobs Home Saved Jobs Saved S search

Search for Jobs

Advanced

Employers: • Post a Job • Manage Jobs

LinkedIn Premium

Stop hitting the snooze button on your career.

Make opportunities happen with a Job Seeker Premium Account.

Jobs you may be interested in Beta Email Alerts | See More »

	Director, New Program Development DeVry University - Downers Grove, IL	x
	Marketing Education Manager Job Stryker - CO, Denver	x
	Director of Marketing - Education Sourcebooks - Greater Chicago Area	x
	Director of Admissions & Communications	x

Job Seeker Toolkit

Companies: Research Organizations



LinkedIn Account Type: Basic Brandi Durkac Add Connections

Home Profile Contacts Groups Jobs Inbox 3 Companies News More

Companies Home Search Companies Following (2) Add a Company FAQ

university of pennsylvania

Sort By: Relevance 247 Results

University of Pennsylvania
Higher Education
Greater Philadelphia Area | 10,001+ employees | 8,635 followers
Amy Miller, Doug Lynch, Meghan Ellis, and 331 others in your network

University of Pennsylvania Health System
Hospital & Health Care
10,001+ employees | 1,486 followers
2 people in your network

The Wharton School
Higher Education
Greater Philadelphia Area | 501-1000 employees | 1,825 followers
Jennifer Cheng, Doug Lynch, Kevin Werbach, and 54 others in your network

CALU California University of Pennsylvania
Higher Education
Greater Pittsburgh Area | 501-1000 employees | 523 followers

Refine By Location
 Headquarters Only
 All Locations
 United States (177)
 Greater Philadelphia Area (43)
 Greater New York City Area (27)
 Greater Pittsburgh Area (18)
 Washington D.C. Metro Area (10)
Show more...
Enter location name

Job Opportunities
 Hiring on LinkedIn (2)

Industry

Ads by LinkedIn Members
[Drive Salesforce Adoption](#)
Capture knowledge & replicate sales patterns that work. Free 60 day trial!
From: Active Endpoints

[Are You A Manager?](#)

Apply to the Cambridge Who's Who network for Successful Women.
From: Cambridge Who's Who

[PhD Education Leadership](#)

Skills (beta): Benchmark Your Skills and Professional Development



LinkedIn Account Type: Basic Brandi Durkac Add Connections

Home Profile Contacts Groups Jobs Inbox 43 Companies News More People Advanced

Skills & Expertise *beta* > Admissions

Search Skills & Expertise

Related Skills

- Financial Aid
- Enrollment Management
- Student Services
- Residence Life
- Student Retention
- College Counseling
- Student Recruitment
- Career Services
- College Access
- Alumni
- Academic Administration
- Student Leadership

Admissions

Primary Industry: Higher Education

University admission or college admissions which students enter tertiary education at universities and colleges. Systems vary widely from country to country, sometimes from institution to institution. In the United States, prospective university students apply for admission during the year of high school or community college. In other countries, they are independent organizations ...

[More on 'Admissions' at Wikipedia »](#)

[Add Skill](#)

Relative Growth | Size

Category	Relative Growth	Size
Residence Life	~12%	~12
Enrollment Management	~7%	~7
Admissions	~5%	~5
Student Services	~4%	~4
Financial Aid	~2%	~2

Admissions Professionals

Terry Lahti 3rd
Higher Ed Search Consultant at Lahti Search Consultants
Since founding Lahti Search Consultants in 1997, Terry Lahti has combined her years of enrollment management...

Steve Fireng 3rd

Related Companies

- KAPLAN** TEST PREP AND ADMISSIONS
Kaplan Test Prep and Admissions
Education Management, Greater New York City Area
★ Follow
- DeVry University**
DeVry University
Higher Education, Greater Chicago Area
★ Follow

More dropdown menu items:

- Answers
- Learning Center
- Skills *beta*
- Upgrade My Account
- My Applications
- Reading List by Amazon
- Polls
- SlideShare Presentations
- Get More Applications...

Applications: Choose from 20+ applications to expand collaboration



LinkedIn Account Type: Basic Brandi Durkac Add Connections

Home Profile Contacts Groups Jobs Inbox 43 Companies News More People Advanced

Applications

LinkedIn Applications enable you to enrich your profile, share and collaborate effectively. Applications are added to your homepage and profile enabling you to control the key insights that help you be more effective.

Legal Updates by JD Supra
Get legal news that matters to you and your business. (Lawyers, upload your articles and other content. Be found for your expertise on LinkedIn.)

Reading List by Amazon by Amazon
Extend your professional profile by sharing the books you're reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.

Projects and Teamspaces by Manyoon
Manyoon makes it simple to Get Work Done with your LinkedIn connections. Share and track unlimited tasks, projects, documents and Google Apps - for free!

Events by LinkedIn
Find professional events, from conferences to local meet-ups, and discover what events your connections are attending.

My Applications
Reading List by Amazon
Polls
SlideShare Presentations
Get More Applications...

Projects and Teamspaces by Manyoon
Manyoon makes it simple to Get Work Done with your LinkedIn connections. Share and track unlimited tasks, projects, documents and Google Apps - for free!

Events by LinkedIn
Find professional events, from conferences to local meet-ups, and discover what events your connections are attending.

Polls by LinkedIn
The Polls application allows you to collect actionable data from your connections and the professional audience on LinkedIn.

LinkedIn Premium Account: Take Your Network to the Next Level



LinkedIn Premium 




Finding the right people just got easier

Access and contact 100 million professionals at 2 million companies

I've found contractors, experts and business partners with the tools in my Premium account.

Tim Smith, CEO, GridCentric

	Looking for a job?	Searching for top talent?
LinkedIn Premium 		
	Business	Recommended Business Plus
Features	<input type="radio"/> From: \$19.95/month	<input checked="" type="radio"/> From: \$39.95/month
Contact anyone directly with InMail -- Response Guaranteed!	3 (\$30 value)	10 (\$100 value)
See more profiles when you search	300	500
Zero in on profiles with Premium Search Filters	Premium Filters	Premium Filters
See expanded profiles of everyone on LinkedIn	Yes	Yes
Who's Viewed My Profile: Get the full list	Yes	Yes
Show more... ▼		
	Executive	
	<input type="radio"/> From: \$74.95/month	
		25 (\$250 value)
		700
		Premium + Talent Filters
		Yes
		Yes

*Prepaid for 1 year

Business Plus

- Annual: **\$39.95/month***
- Monthly: **\$49.95/month**

Upgrade



Additional Resources

- LinkedIn Learning Center: <http://learn.linkedin.com/>
- LinkedIn Blog: <http://blog.linkedin.com/>
- YouTube: <http://youtube.com> (search for videos about LinkedIn)



Best Practices & Training Guide for Professional Development and Networking

-June 2011-

