How To Use LinkedIn.com

1. **Create a Profile.** Visit www.linkedin.com and join.
   a. Fill in your name, email, and create a password.
   b. Fill in where you live and your employment status.
   c. You have the option to add your current contacts by accessing your email account or you may skip this step.
   d. Log into your email account to confirm your email address and activate your account.
   e. Complete your profile information and begin your job search!

2. **Start Your Job Search.** Below are many great features on LinkedIn for job seekers.

Once you click on “Jobs” you can use the basic search interface, or click on the “advanced” job search:

Once you get to the “Advanced Job Search” you have many self explanatory and standard job search options. You can target specific companies, titles, industry, job function, location, etc.
Company Research

Linkedin has a robust company research functionality, with over 40 million worldwide Linkedin profiles and 21 million in the United States alone.

If you are looking to research local companies that might be potential employers, Linkedin is a great place to look. For example, let us say you live in the NYC area and you are interested in searching for companies to target for employment. Click on Linkedin’s “Companies:"

Here, you can search for specific companies or keywords, or even by industry. If you want to see the entire list of industries, in the lower right hand corner you can find the link to do exactly that.
Let's browse for Pharmaceuticals:

Browse Industries

Industries related to Staffing And Recruiting
- Human Resources
- Consumer Services
- Professional Training

Service Providers
- Information Technology And Services
- Marketing And Advertising
- Financial Services
- Staffing And Recruiting
- Real Estate
- Law Practice
- Public Relations
- Accounting
- Design

Browse all industries »
Be sure to delete the word that Linkedin automatically enters in the keyword field – if you leave it in it will actually artificially reduce the results. Also, remember to enter your location criteria to find local companies:

Now we have found that there are 345 pharmaceutical companies that have a presence in the greater NYC area. Even if you see that the headquarters are somewhere other than NYC (as per Sepracor below), there ARE Sepracor employees that live in the NYC area, and there is likely a Sepracor location in the area. You can also see that Linkedin will tell you if any of the companies matching your search criteria have jobs!

Happy hunting!