



SIGBI SOCIAL MEDIA GUIDE - LINKEDIN

For the purpose of this document, references to Soroptimist International Great Britain and Ireland (SIGBI) Limited and Soroptimist International may be written as “SIGBI” and “SI” only.

Social Media “How to” Guide – LinkedIn

Please note this guide has been created using a PC. When you view LinkedIn on an IPAD, Mac or iPhone it might look different.

LinkedIn is a social networking site used for professional purposes. You will set up an account for yourself, not for your Club. You can connect with current or old work colleagues or professionals from industries you’re interested in. You can include links to Soroptimist International Great Britain & Ireland (SIGBI) in your profile as well as joining groups where you may be able to promote Membership.

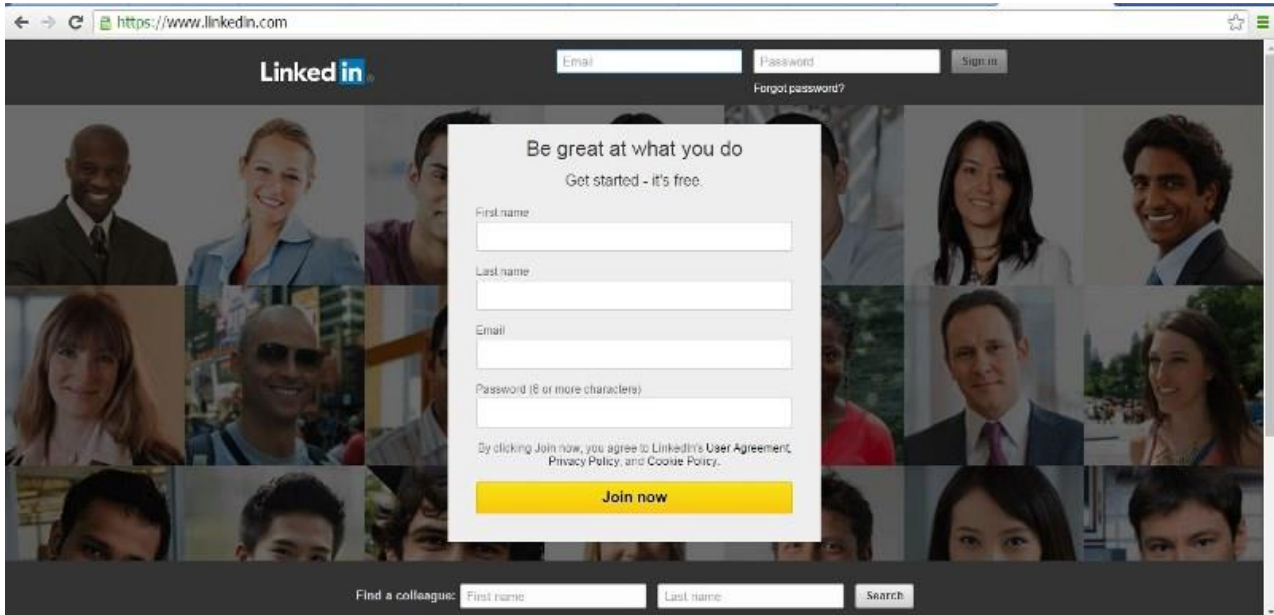
It is said that LinkedIn is based on the theory of “Six Degrees of Separation”. Six degrees of separation is the theory that everyone and everything is six or fewer steps away, by way of introduction, from any other person in the world, so that a chain of "a friend of a friend" statements can be made to connect any two people in a maximum of six steps.

On LinkedIn, people in one's network are called connections and the network is made up of 1st-degree, 2nd-degree, and 3rd-degree connections and fellow members of LinkedIn Groups.

1 CREATING AN ACCOUNT

1.1 Step 1

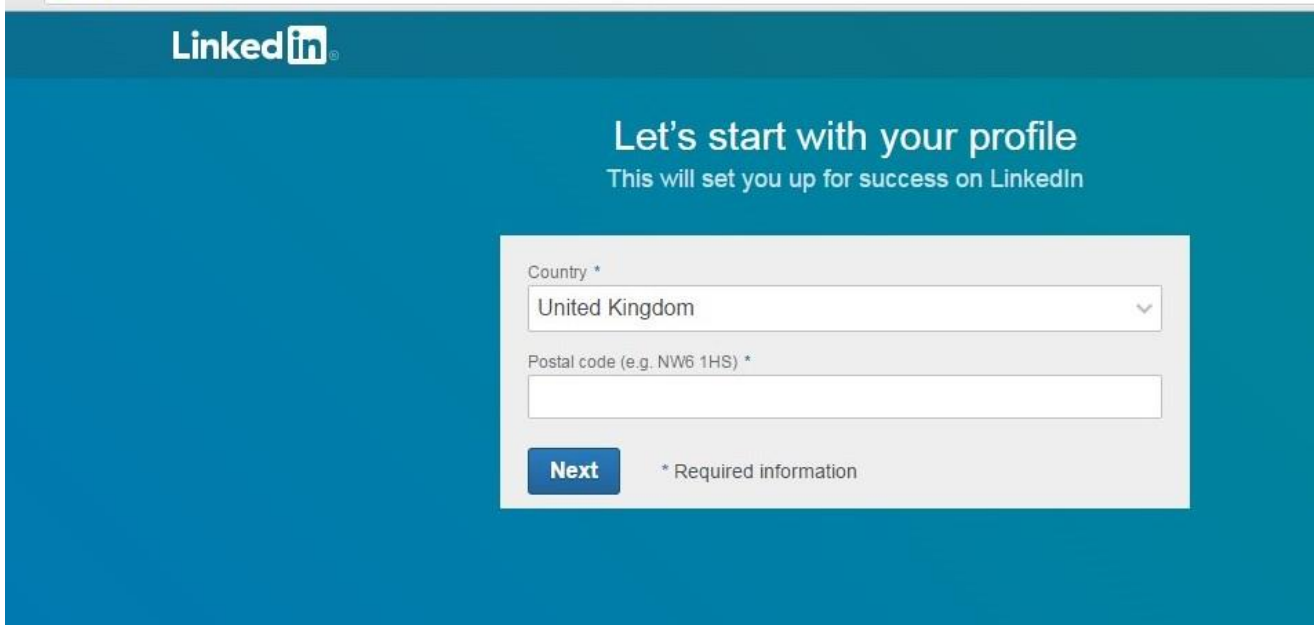
Go to www.linkedin.com where you will see a screen similar to the one below. Fill out with your details, including a password, then click "Join now".



The screenshot shows the LinkedIn homepage with a registration form overlay. The form is titled "Be great at what you do" and "Get started - it's free." It contains the following fields: First name, Last name, Email, and Password (8 or more characters). Below the fields, there is a link for "Forgot password?" and a checkbox for "By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy, and Cookie Policy." A yellow "Join now" button is at the bottom of the form. The background of the page features a grid of diverse people's faces. At the top, there are input fields for "Email" and "Password" with a "Sign in" button. At the bottom, there is a "Find a colleague" section with "First name" and "Last name" input fields and a "Search" button.

1.2 Step 2

<https://www.linkedin.com/start/edit-profile?trk=uno-reg-guest-home-join-now>

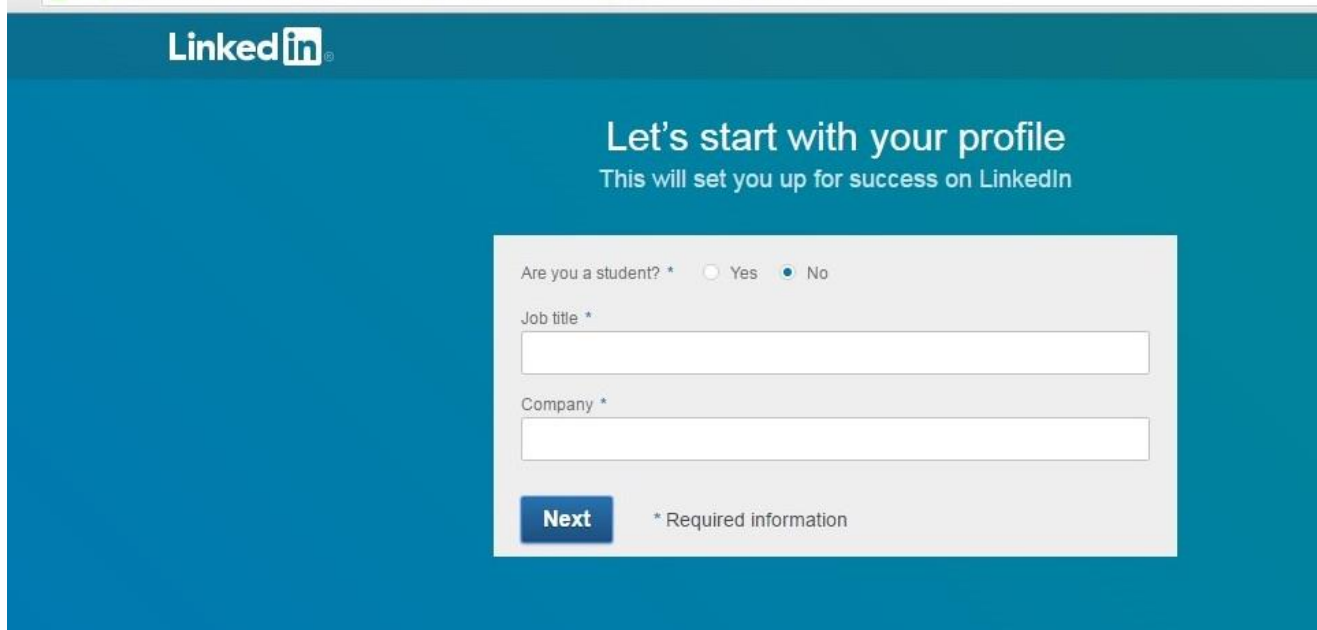


The screenshot shows the LinkedIn profile setup page. The background is a solid teal color. At the top left is the LinkedIn logo. The main heading is "Let's start with your profile" with the subtext "This will set you up for success on LinkedIn". Below this is a white form box containing a "Country *" dropdown menu with "United Kingdom" selected, and a "Postal code (e.g. NW6 1HS) *" input field. At the bottom of the form box is a blue "Next" button and the text "* Required information".

Fill out with your "Country" and "Post code", click "Next".

1.3 Step 3

<https://www.linkedin.com/start/edit-profile?trk=uno-reg-guest-home-join-now>

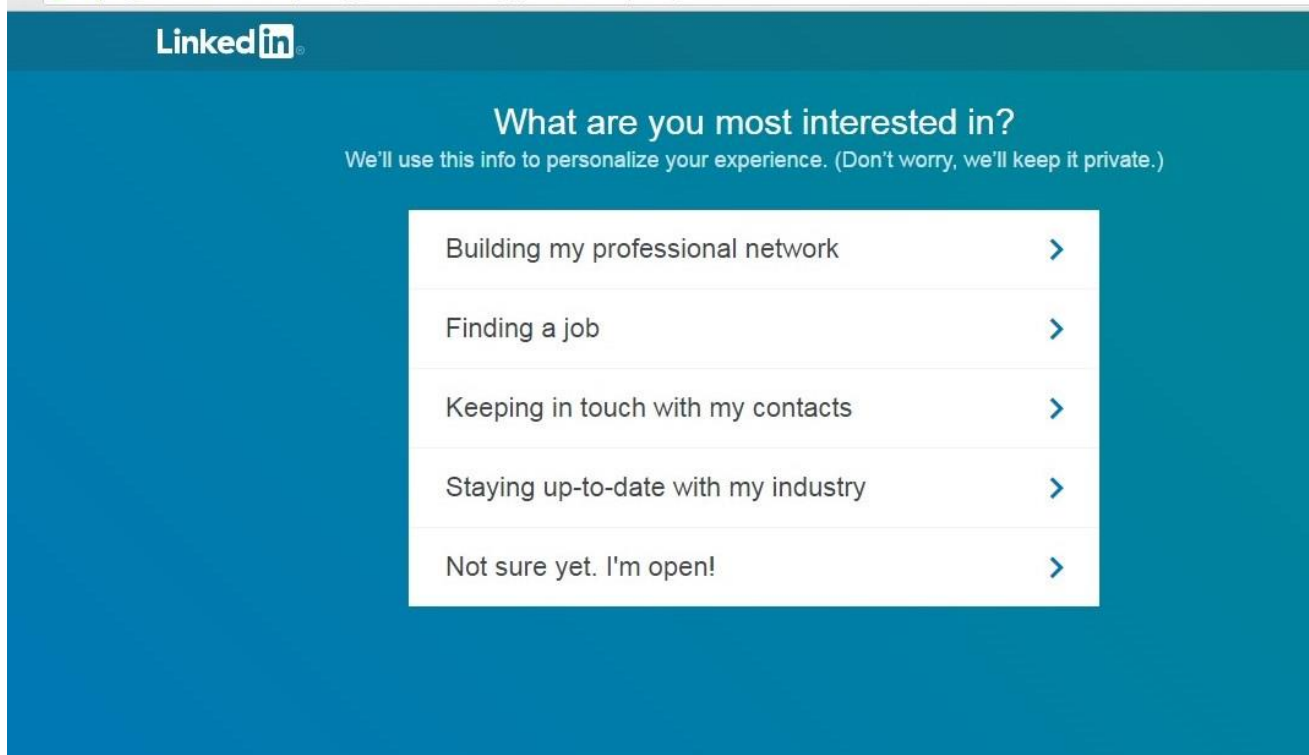


The screenshot shows the LinkedIn profile setup page. At the top, the LinkedIn logo is displayed. Below it, the heading reads "Let's start with your profile" with the subtext "This will set you up for success on LinkedIn". The main content area is a light gray form with the following elements: a question "Are you a student? *" with radio buttons for "Yes" and "No" (where "No" is selected); a "Job title *" field with an empty text input; a "Company *" field with an empty text input; and a blue "Next" button. A note at the bottom right of the form states "* Required information".

Populate with details, you could include previous Job Title and Company if you're retired or fill in details for Soroptimist International.

1.4 Step 4

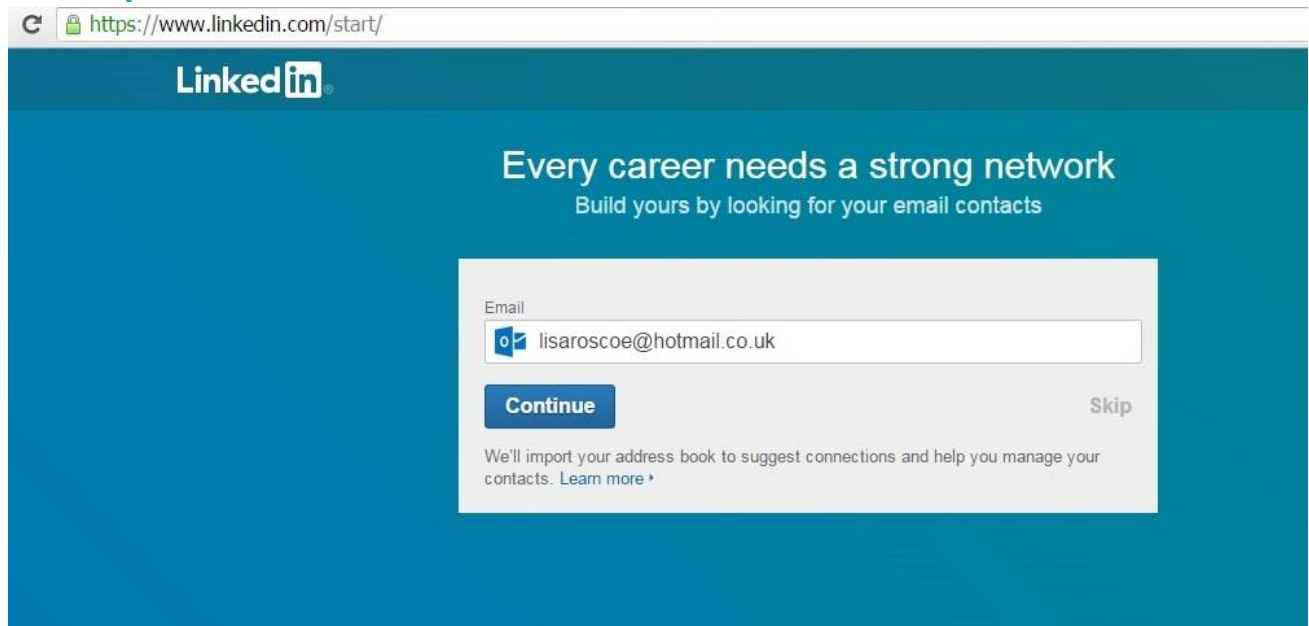
<https://www.linkedin.com/start/goals?trk=uno-reg-profile-save-your-profile>



The screenshot shows the LinkedIn goal selection page. At the top, the LinkedIn logo is displayed. Below it, the heading reads "What are you most interested in?" with the subtext "We'll use this info to personalize your experience. (Don't worry, we'll keep it private.)". The main content area is a white list of five options, each with a right-pointing chevron icon: "Building my professional network", "Finding a job", "Keeping in touch with my contacts", "Staying up-to-date with my industry", and "Not sure yet. I'm open!".

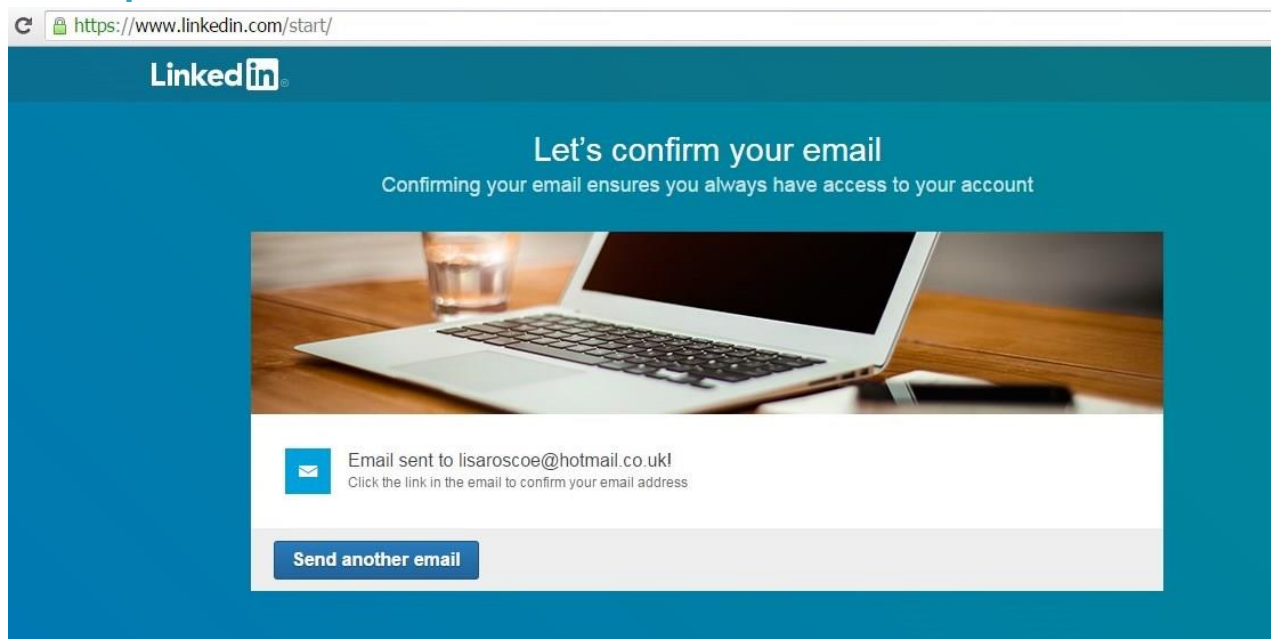
Select what you're looking to get out of LinkedIn.

1.5 Step 5



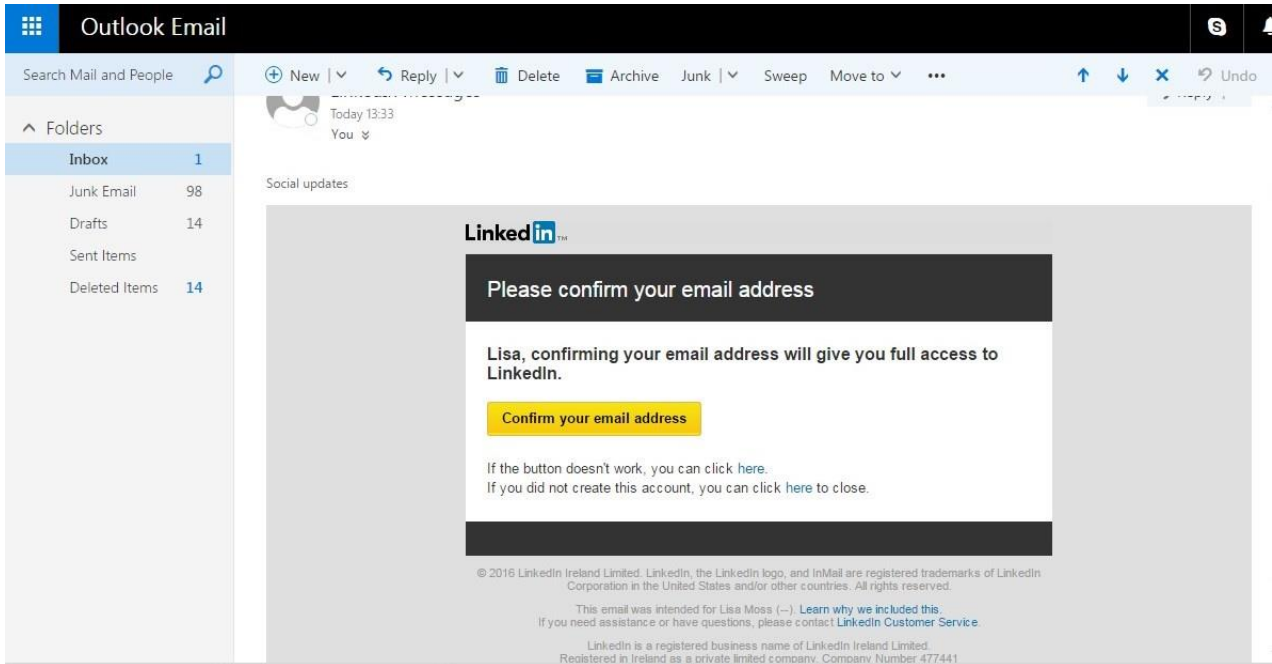
If you'd like your email addresses imported, click "Continue" here or "Skip" if you'd rather not. You can always do this later.

1.6 Step 6



An email should have been sent to the email address you gave in Step 1. Check your email.

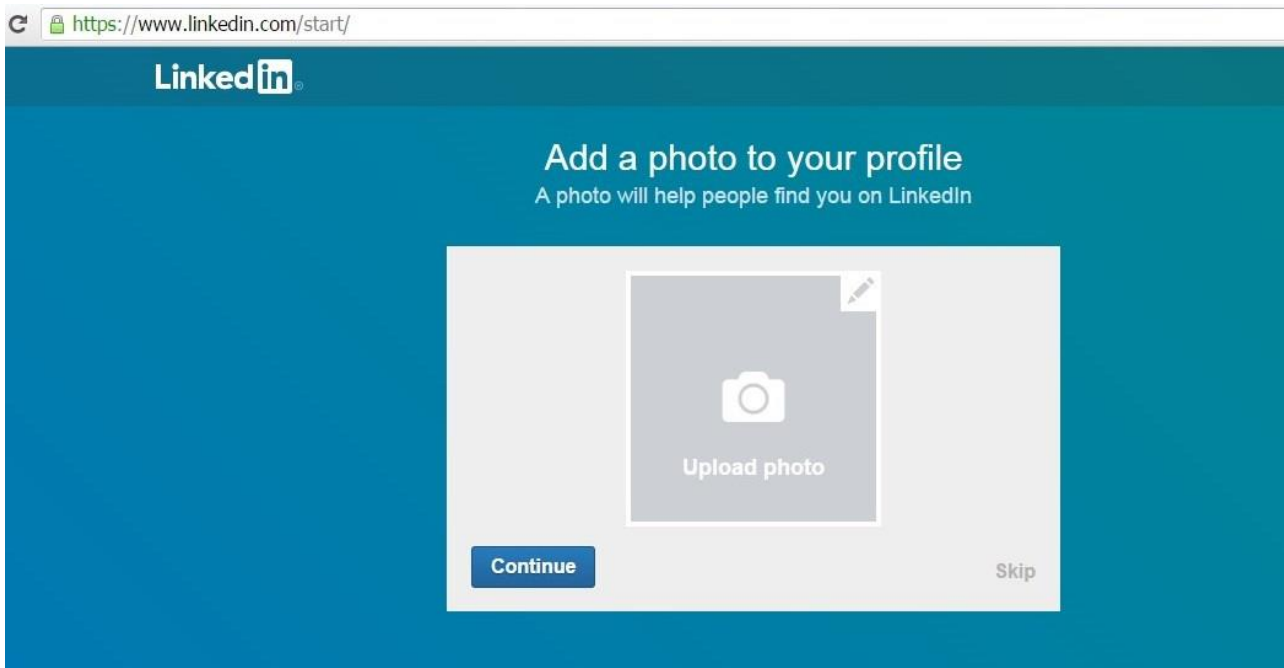
1.7 Step 7



Click "Confirm your email address".

You will then be taken back to LinkedIn where they will suggest people you might know either select "connection" here or "skip" to do it later.

1.8 Step 8



Add a photograph here. Click "Upload photo" then "Choose file". Select a picture to upload and once it's uploaded it will preview how it will look on LinkedIn. When you are happy, click "Save" then "Continue".

1.9 Step 9

Here you can select your interests. This will then tailor news which will be of interest to you.

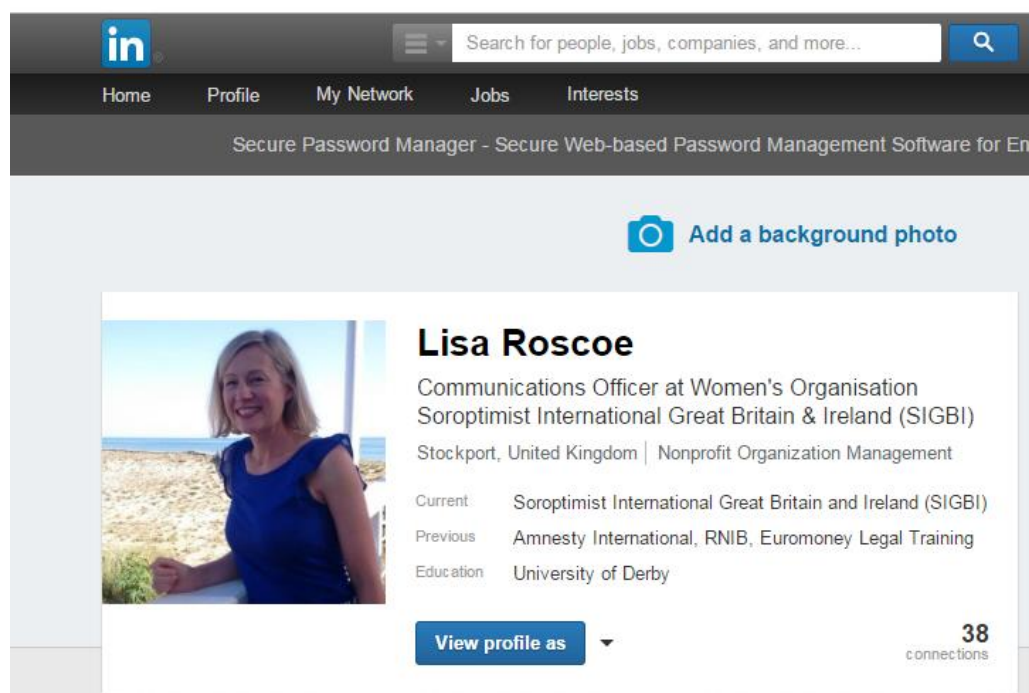
Click "Continue".

You will then be given the option to download an app, click next if you do not wish to do this.

Your basic account is now set up!

2.0 CREATING YOUR PROFILE

You now need to go through each section and fill out. This is self-explanatory but here are some tips for each section. Go to "Profile" "Edit Profile" to update your profile.



2.1 Create a Headline

Underneath your name, you should create a headline.

This is a great opportunity to promote Soroptimist International by including the name "Soroptimist" in your headline. Your headline appears whenever you engage on LinkedIn so it is a good way to promote us.

An example might be "Member of Women's Organisation Soroptimist International Great Britain & Ireland".

2.2 Experience

Fill this out with your work experience, please include Soroptimist International in here and any roles you have had within your Club, Region or Federation.

2.3 Skills

Update your skills by adding in your skill areas such as Marketing, Public Relations, and Social Media.

2.4 Education

Complete your past education including any degrees and qualifications you have.

2.5 Volunteer Experience and causes

Here you can add any volunteer experience you have including for Soroptimist International. Under "Organisation" start to type "Soroptimist International Great Britain & Ireland" and our name will come up, select it.

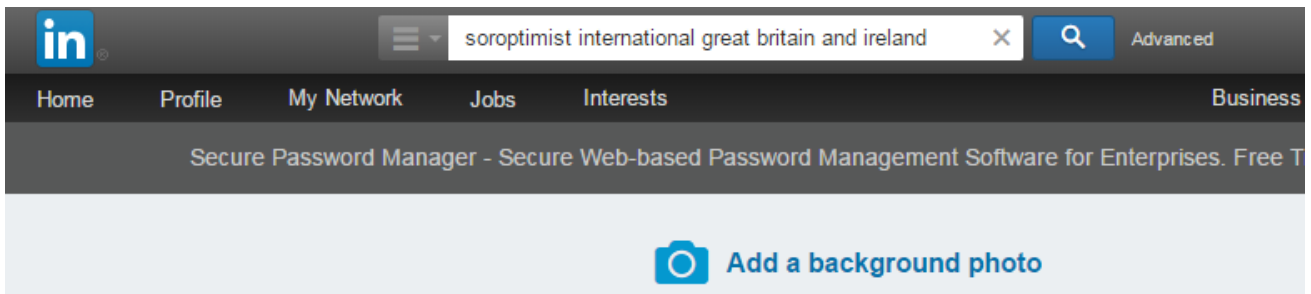
You can fill out any roles you have held and dates.

2.6 Groups

You can join 50 groups. There are a lot of women's groups on LinkedIn which is a great way to engage with others who share the same interests. By joining groups you can also promote Soroptimist International by sharing information about our work.

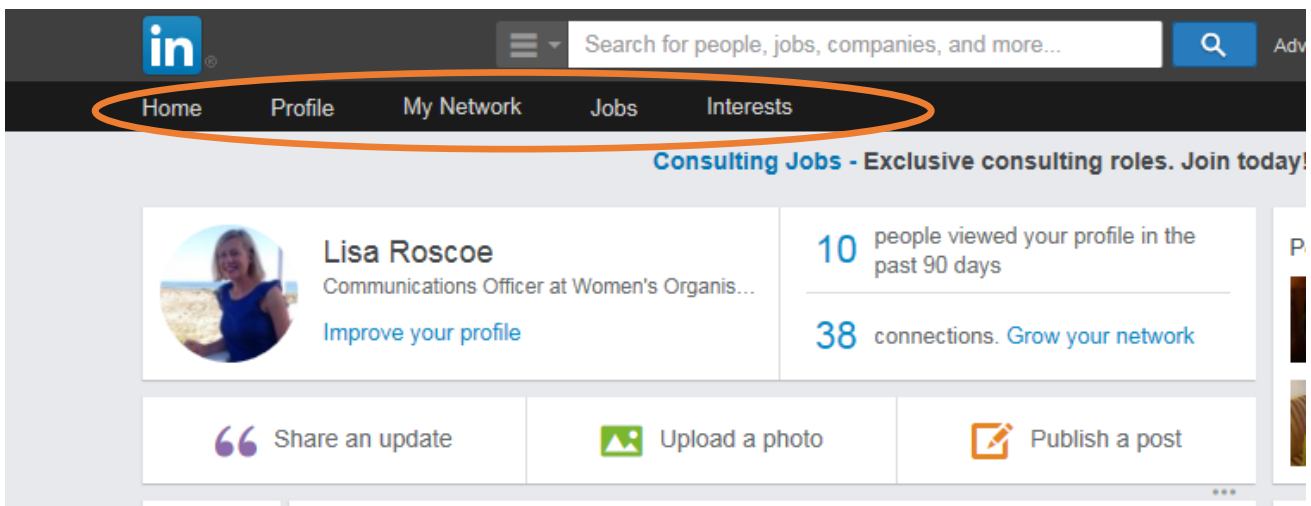
2.7 Following

Here you can follow organisations. Please follow the Soroptimist International Great Britain and Ireland page. To do this you can search in the box at the top for "Soroptimist International Great Britain & Ireland" and you will see the company page appear with our logo to the left, click it and it will take you to our page, click "Follow".



You can then do this for any other organisations you'd like to follow.

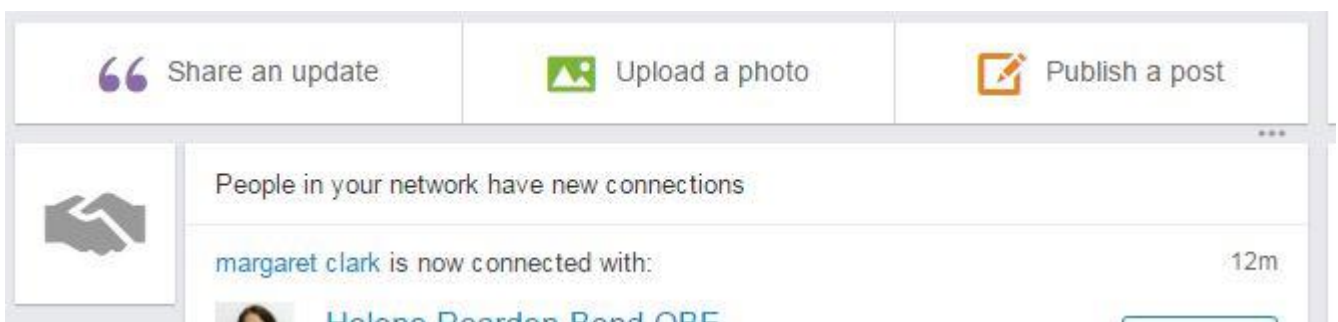
3.0 FINDING YOUR WAY AROUND LINKEDIN



3.1 Home

By clicking the home button you'll be taken to your home page. This is where you can "Share an update", "Upload a photo" or "Publish a post".

It is also where you'll find all your tailed content based on the information you've given in your profile.



3.2 Profile

Use this button to get back to your own profile at any time, to update or see who has viewed your profile.

3.3 My Network

This is all about your connections (people you are connected with on LinkedIn). You can view who you are already connected with or add your email address to import your contacts, LinkedIn will then show you suggested connections.

3.4 Jobs

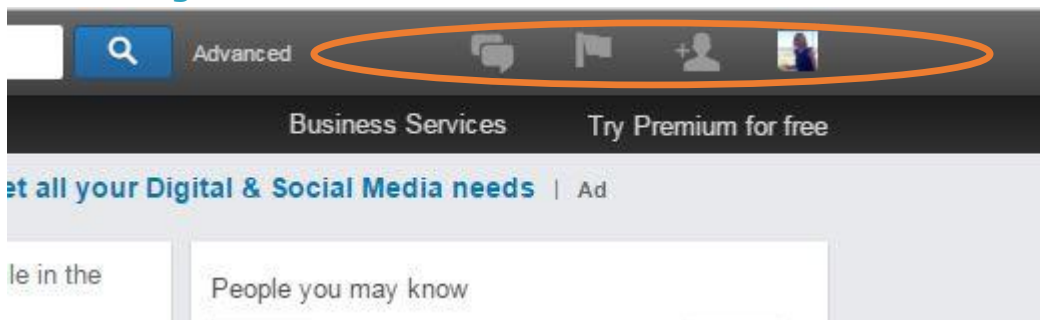
Here you can search for a job using the keyword and location. Suggested jobs will also appear.

3.5 Interests

Company - Here is where you can access the feed of any company pages you are following.

Groups – This shows you all the groups you are following and selects an overview of conversations happening in these groups.

3.6 Messages



Hover over “Messages” to see an overview or click to go into your message. Here you can send and reply to messages.

3.7 Notifications

You will be notified when someone views your profile and you will also be notified of suggested jobs.

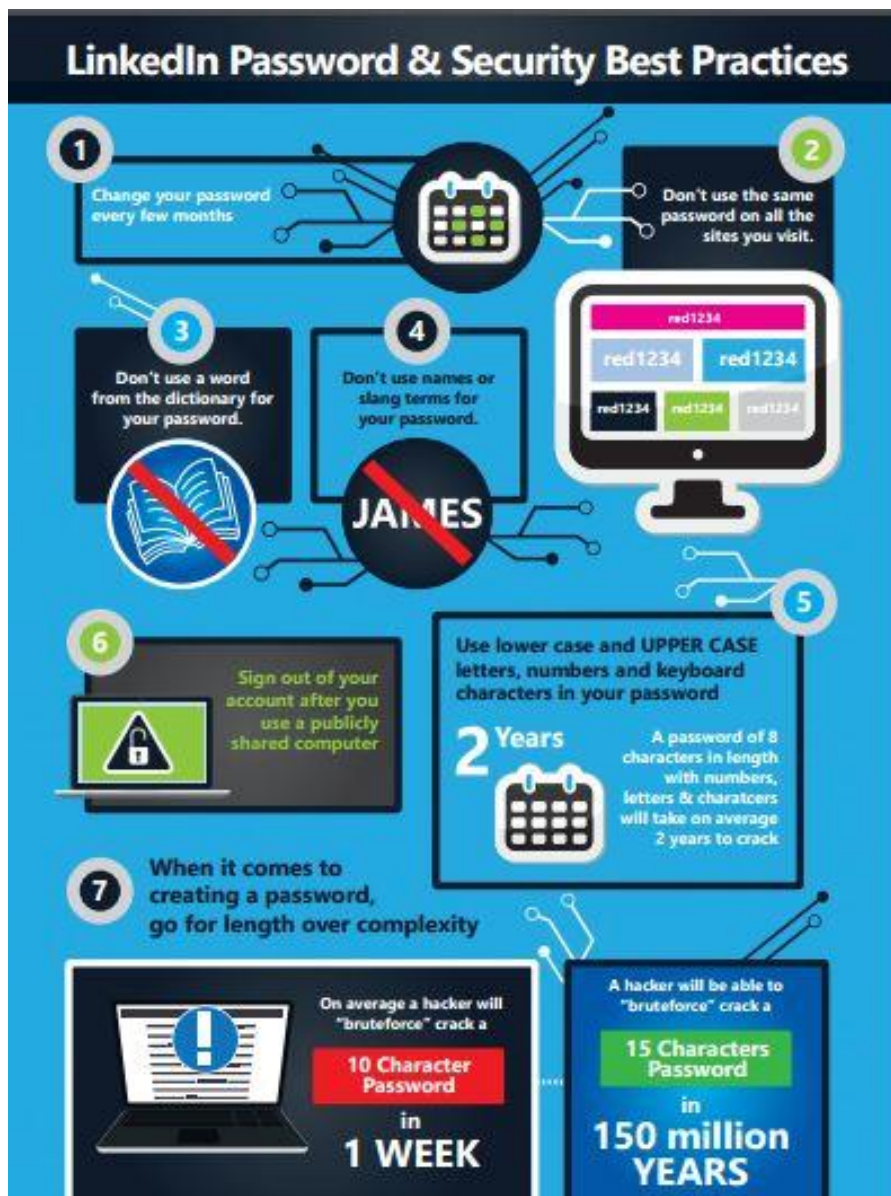
3.8 Grow My Network

This will suggest people you might know and also allow you to add your email address to add email contacts.

3.9 Account & Settings

Here is where you can sign out. This is also the place to update your account and privacy information.

This infographic is a really useful guide to best practice on passwords.



Infographic: Leisure Jobs

Finally, have fun being LinkedIn, it's a great way to connect with professional colleagues and friends and does offer opportunities to engage with link-minded people.