

USING LINKEDIN

Lexile 620L

People use LinkedIn to find new jobs or new employees. LinkedIn is a **social networking website**. People use social networking websites to meet others and share information. Some social networking websites are personal. People use them to connect with friends. People use LinkedIn for business. Some use it to find jobs. Others access LinkedIn to find new workers. Some people find others who do the same kind of work by using LinkedIn. LinkedIn is free to join. People of all ages throughout the world use LinkedIn.

Importance of LinkedIn

In the 1990s, many people began using the Internet. The Internet soon became a great place for networking, or meeting other people. Much of this networking was just for fun. But soon people began thinking about using networking for business.

In May 2003, a group of Internet experts started a website called LinkedIn. LinkedIn allowed people to post their **resumes** online. A resume is a list of places a person has worked. It usually includes the person's education as well.

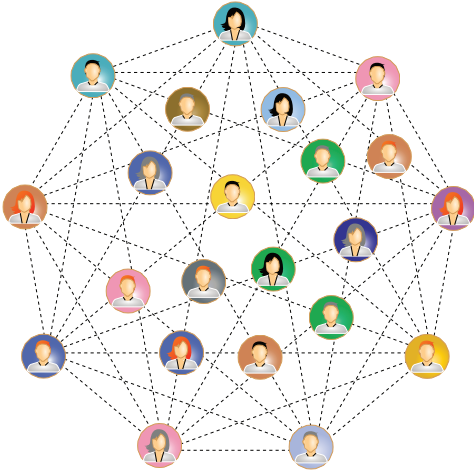
Employers often look at resumes when they are hiring workers. Employers are people who run businesses. They use resumes to find workers who would be best at a job. Many employers began looking at resumes on LinkedIn. It helped them find many new workers.

LinkedIn became one of the most popular websites on the Internet. Hundreds of millions of people have joined the site. These people come from about two hundred countries. They list information about the kind of work they do. Employers list information about their businesses. These businesses cover at least 170 **industries**. Industries are groups of related businesses.

Joining LinkedIn

People can join LinkedIn for free. They become members, or "connections," on the website. The first thing a member usually does is make a **profile**. A profile is a list of information. This information includes what school a person went to and what jobs he or she has had. It also includes special skills a person may have.

LinkedIn uses this information to match a member with similar people. These people may have gone to the same school or worked at the same business. Once they are matched, these people can decide to connect. Connecting means forming a friendship on the website. Connecting shows that the members trust each other. It shows that they would be willing to work together in real life.

LinkedIn Profile	
<p>A LinkedIn profile is complete once the following information is provided:</p> <ul style="list-style-type: none"> • Industry and location • Current position, including description • Two past jobs • Education • Skills (list a minimum of 3) • Connections (minimum of 50) • Profile photo 	

List of items to include in a LinkedIn profile.

Using LinkedIn

LinkedIn members who are connected can share information. They may post information about new jobs. They may post comments about their industry. This information is shared only with people who are connected. If a person has two hundred connections, only these connections can see the information. The LinkedIn website also has a **newsfeed**. This is an area that shows news about related businesses.

Many people on LinkedIn add more information about themselves. Many add **headshots**, or pictures of their faces. Pictures help other members remember who they are. Many members create **headlines**. Headlines are short messages with the most important information. Members may also post other pictures and short videos about their work and skills.

Adding interesting information can make a resume better. It can bring attention to a person. It may help the person find new connections or learn about new jobs.

Members who have joined for free can only connect with people in related groups. Other members buy a **premium** plan. Premium means better than normal. A premium plan allows members to meet other members outside of their groups.

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■ By Mark Dziak

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COMPREHENSION TEST

Multiple-Choice Questions

1. What does a LinkedIn member usually do first?

- A. Connect with other members.
 - B. Make a member profile.
 - C. Post pictures and videos.
 - D. Buy a premium plan.
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2. What happened in 2003?

- A. Millions of people joined LinkedIn.
 - B. Many people began using the Internet.
 - C. Employers began looking at resumes.
 - D. The LinkedIn website started.
-

3. How does a premium plan help members?

- A. It helps members meet more people.
- B. It lets members post videos.
- C. It lets members see a newsfeed.
- D. It lets members use the site for free.

Fill-in-the-Blank Questions

4. Groups of businesses that are alike are called _____.

5. _____ are pictures showing a person's face.

6. Meeting new people is known as _____ networking.

COMPREHENSION TEST ANSWERS

Multiple-Choice Questions

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Fill-in-the-Blank Questions

4. Groups of businesses that are alike are called industries.

5. Headshots are pictures showing a person's face.

6. Meeting new people is known as social networking.