
LinkedIn: Networking, Online Resume & Job Searching

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LinkedIn

<https://www.linkedin.com/>

LinkedIn is the largest professional resume network. Monster.com is all about getting jobs. LinkedIn is also about getting jobs, but it adds extra nuances, like professional networking, hiring potential employees and attracting business for your company.

Before Your Create a New Profile

Collect this content:

- Any current versions of your bio you have
- Your resume or CV with your employment history
- A high-quality headshot (if you don't have one, get one). (A photo taken by a pro gets [14 times as many hits](#) as a non-professional photo.)
- Previous login information if you already had a LinkedIn Account. If you cannot remember your login information:
 - LinkedIn Password Reset Basics: <https://www.linkedin.com/help/linkedin/answer/1167>
 - Reset Your Account (If you no longer have Email Access): <https://www.linkedin.com/uas/request-password-reset>



Create these lists:

- The 10 skills you want to be known for (include a good combination of hard skills, such as data analysis, and soft skills, such as relationship building). (Those who have at least 5 skills listed are contacted 33 times more often.)
- Keywords for which you want to be known (these are the words people would use in searching to find you). These keywords may be the same/similar to those in the list above or they could be additional words.

Look at Great LinkedIn Profiles:

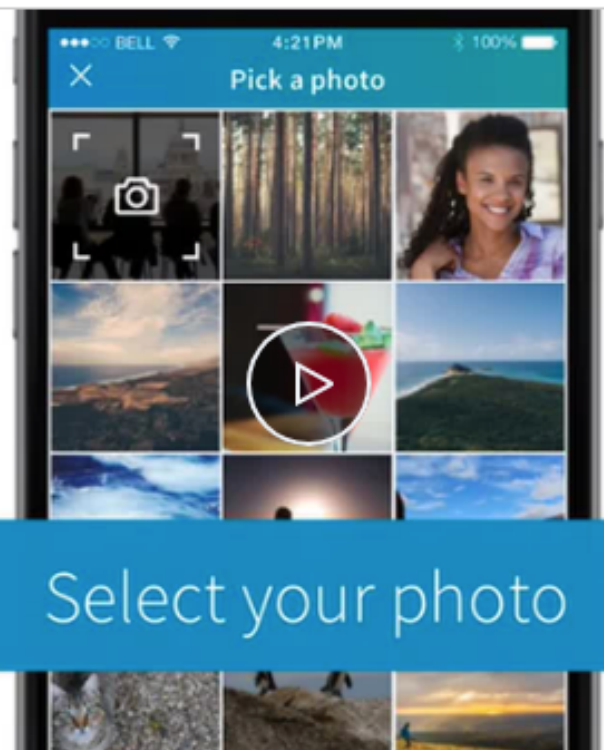
- Scott Maloff: <https://www.linkedin.com/in/scottmaloff/>
- Brittney Borowicz Keller: <https://www.linkedin.com/in/brittneyborowicz/>
- Kelly McCathran: <https://www.linkedin.com/in/kellymccathran/>
- Xand Griffin: <https://www.linkedin.com/in/xandgriffin/>
- Brian Fanzo: <https://www.linkedin.com/in/brianfanzo/>
- Shaquille O'Neal: <https://www.linkedin.com/in/shaquilleoneal/>
- Oprah Winfrey (Influencer): <https://www.linkedin.com/in/owinfrey/>

LinkedIn Fails and What Not to Do:

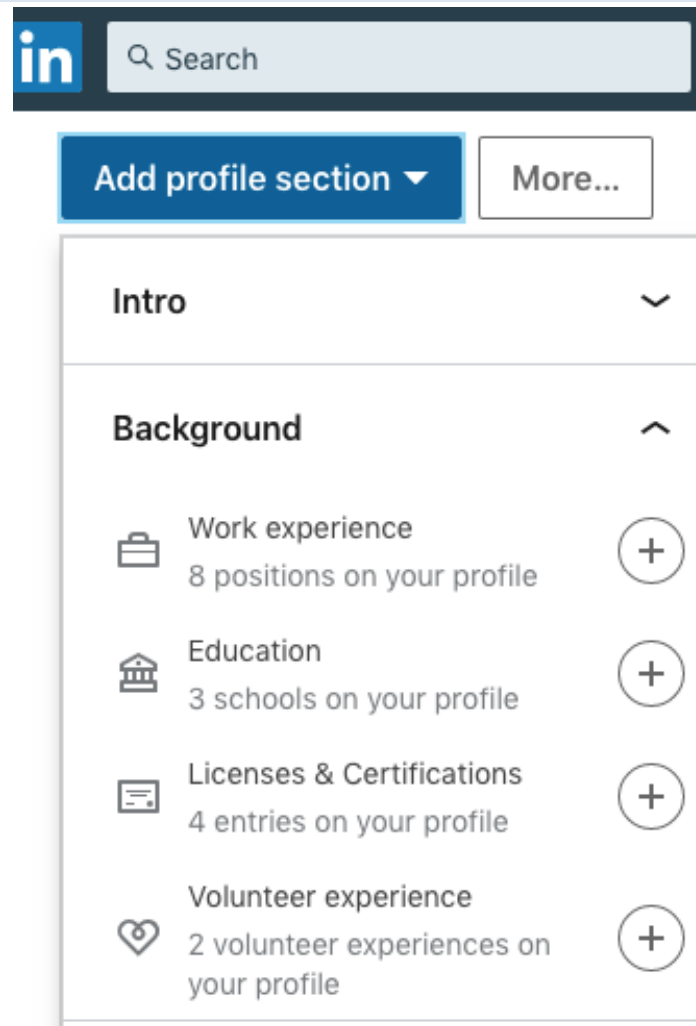
<https://devumi.com/2017/04/linkedin-fails-and-what-you-can-learn-from-them/>

Create an Online Profile

1. Go to <https://www.linkedin.com/>
2. Click on 'Join Now'
3. Fill out an email address and password or connect via Facebook.
4. Start to fill out your profile. Make sure that you include:
 - a. Your **Phone Number**
 - b. **Area** where you want to be hired (i.e. Greater Los Angeles Area)
 - c. **Current employment Status.** (If you are currently looking for a job you might say, "currently looking for employment opportunities.")
 - d. **Employment History.** Make sure you have at least 3 past/current jobs listed for a complete listing.
 - e. **Account Type:** Choose Basic for now or Choose Premium (30 days for free or LinkedIn premium for \$29.99/month).
 - f. **Add a Photo.** This is where it is best to use the LinkedIn App and choose from the many selfie photos that you already have on your smartphone. (Make sure that it looks professional.)
 - g. **Add a Headline:** A one sentence summary of your skillset (i.e. 'Relentlessly helpful technical copywriter' or 'Marrying the practice of digital strategy with marketing creative.')
 - h. **Industry:** What type of business do you work in or would like to work in?



- i. **Skills.** List at least 5 Skills (i.e. Public Speaking, MS Excel, Strategy, etc.)
 - j. **Education:** Include all university and college education. This will help with Alumni networking. Also, include all corporate seminars or training sessions where you received a diploma/course certificate.)
 - k. **Summary:** Create a summary and try to use at least 40 words to describe yourself and your skills.
 - l. **Additional Areas:** Volunteering, Languages, Licenses, Rich Media (papers written, video links).
5. Now stay active and login to LinkedIn on a daily basis if you are actively trying to get a job.



Complete LinkedIn Profile

LinkedIn says your profile will appear 40 times more in search results if it is “complete.” In other words, you will be open to *40 times more opportunities* if you do this. Here is LinkedIn’s definition of a 100% Complete Profile:

- **Your industry and location**
- **An up-to-date current position (with a description)**
- **Two past positions**
- **Your education**
- **Your skills (minimum of 3)**
- **A profile photo**
- **At least 50 connections**

Tips for a nicer resume

- Use bullets. Type in ALT + 0149 (Windows) or Option + 8 (Mac)
- Use the Pipe | Symbol (Between the Backspace and ENTER keys)
- Create a list of Skills (these are the keywords that recruiters use when searching LinkedIn)
- Make sure that you ask your coworkers to endorse your skills and to recommend you (and do the same in return).

Links for How to Create a LinkedIn Profile:

- Comprehensive LinkedIn Profile Setup Information:
<https://www.learnhowtobecome.org/career-resource-center/how-to-create-linkedin-profile/>
- LinkedIn APP: <https://blog.linkedin.com/2016/08/03/5-steps-to-improve-your-linkedin-profile-in-minutes->
- How to Make Your LinkedIn Profile More Appealing:
<https://www.inc.com/john-nemo/how-to-make-your-linkedin-profile-20x-more-appealing-according-to-science.html>

How Businesses Use It

Create a company page and with it you can find companies to do business with or research competitors. In addition, you can showcase your expertise. To further your company page's value, you can post targeted jobs, recruitment videos, information about products and services and company images. LinkedIn is also great for business to business (B2B) social marketing.

LinkedIn has proven to be better at generating leads ([277% better than either Twitter or Facebook](#)). Less content is generally posted to LinkedIn than to other social networks, which is probably because people almost exclusively post marketing-related content as opposed to their children's photos or social "chatter." This means there is less clutter on LinkedIn, making a person capable of consuming a higher percentage of the content that's active on LinkedIn at any given time. In other words, a business' marketing posts are more likely to be noticed on LinkedIn than somewhere else.

- People use "/in/"
- Companies use "/company/"
- To get a customized company URL, edit your page name

How to Grow Your Company Page

1. Invest time and effort to grow that specific channel. The trick, however, will be trying to maintain a quality network as your community scales.
2. Post more of the targeted content that's working. If you notice people are specifically really enjoying blog posts, webinars, or something else -- keep offering it! How can you tell what content's working? Monitor comments, likes, shares, and clicks.
3. Find more opportunities to post relevant calls-to-action. Can you sprinkle more lead generation opportunities throughout your social media updates? It's quite a balancing act, but a solid mix of calls-to-action (CTAs) and other content is healthy.

LinkedIn Defense Companies Listing Jobs

Company	LinkedIn URL
Defense Contract Management Agency:	https://www.linkedin.com/company/dcma/
SPAWAR:	https://www.linkedin.com/company/spawar/
Cleared Connections:	https://www.linkedin.com/company/cleared-connections/
Vector Planning & Services:	https://www.linkedin.com/company/vector-planning-and-services-inc./
Obsidian Solutions Group:	https://www.linkedin.com/company/obsidian-solutions-group-llc/jobs/
Leonardo DRS:	https://www.linkedin.com/company/drs-defense-solutions-llc/jobs/
AM General LLC:	https://www.linkedin.com/company/am-general/jobs/
Defense Health Agency:	https://www.linkedin.com/company/defense-health-agency/
Cypher Analytics:	https://www.linkedin.com/company/cypheranalytics/
US Department of Defense:	https://www.linkedin.com/company/united-states-department-of-defense/

Defense Contractors (Check to see employee lists):

Defense Security Service: <https://www.linkedin.com/company/defense-security-service/>

Clearance Jobs: <https://www.linkedin.com/company/clearancejobs.com/>

LinkedIn Business Examples

Nike: <https://www.linkedin.com/company/2029/>

Apple, Inc: <https://www.linkedin.com/company/apple>

Microsoft: <https://www.linkedin.com/company/1035>

AcademyX: <https://www.linkedin.com/company/academyx>

Coca-Cola: <https://www.linkedin.com/company/the-coca-cola-company>

Mashable: <https://www.linkedin.com/company/mashable>

Adobe: <https://www.linkedin.com/company/1480/>

Airbus: <https://www.linkedin.com/company/2734/>

Groupon: <https://www.linkedin.com/company/355611/>

IBM: <https://www.linkedin.com/company/1009/>

Google: <https://www.linkedin.com/company/1441/>

L'Oreal: <https://www.linkedin.com/company/1662/>

The Nature Conservancy: <https://www.linkedin.com/company/the-nature-conservancy>

How to Improve Your LinkedIn Company Page:

Why Your Linked In Page Sucks:

<http://blog.hubspot.com/blog/tabid/6307/bid/28976/11-Reasons-Your-LinkedIn-Company-Page-Sucks.aspx>

10 Reasons Why I Ignored Your Resume:

<http://mashable.com/2014/07/16/ignored-resume/>

8 Ways To Get More LinkedIn Profile Views:

<https://www.forbes.com/sites/marciaturner/2017/02/28/8-ways-to-get-more-linkedin-profile-views/>

**Best/Worst
Times to
Post**



Best Days to Post:

Tuesday, Wednesday,
Thursday

Making Your Profile Shine

Create a Vanity URL

What looks like a better link?


www.linkedin.com/company/TRDhdd45646jgfg/ or

www.linkedin.com/company/microsoft

1. The link you are first assigned looks more like the former. To make it look like the later, you need to edit your URL.
2. Click on your profile icon in the upper-right hand corner.
3. Drop down to 'Settings & Privacy'
4. Click on 'Privacy' in the top-middle.
5. Underneath: 'Edit your public profile.'
6. Your public profile will then load.
7. Go to the right-hand side of the screen and click on the 'Pencil' button next to your current URL. When you edit your URL. It must contain 5-30 characters and have no spaces or special characters.

Edit public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/sherryonealhancock 

Change Your Public Profile Settings

By default, anyone who searches to find you via LinkedIn really doesn't see very much about you unless you are already a connection of theirs or if you decide to disclose more information publicly. I would recommend disclosing just enough information publicly to entice a recruiter and to allow them to contact you (perhaps via e-mail).

1. Click on your profile icon in the upper-right hand corner.
2. Drop down to 'Settings & Privacy'
3. Click on 'Privacy' in the top-middle.
4. Underneath: 'Edit your public profile.'
5. (On the far right. You might have to scroll down a little.) Choose which sections of your online resume that you want to share with the world.

Change Your Activity Broadcasts

The first setting you should change is your activity broadcasts. When you are first creating a LinkedIn account, every time you add a new Experience or change a section of the resume, LinkedIn decides that the entire world wants to hear about it. If you are doing a lot of editing, you can imagine how much you will be annoying your contacts. It is best to just turn off the broadcasting feature until you are done with your edits. Then feel free to turn it back on once you have everything edited.

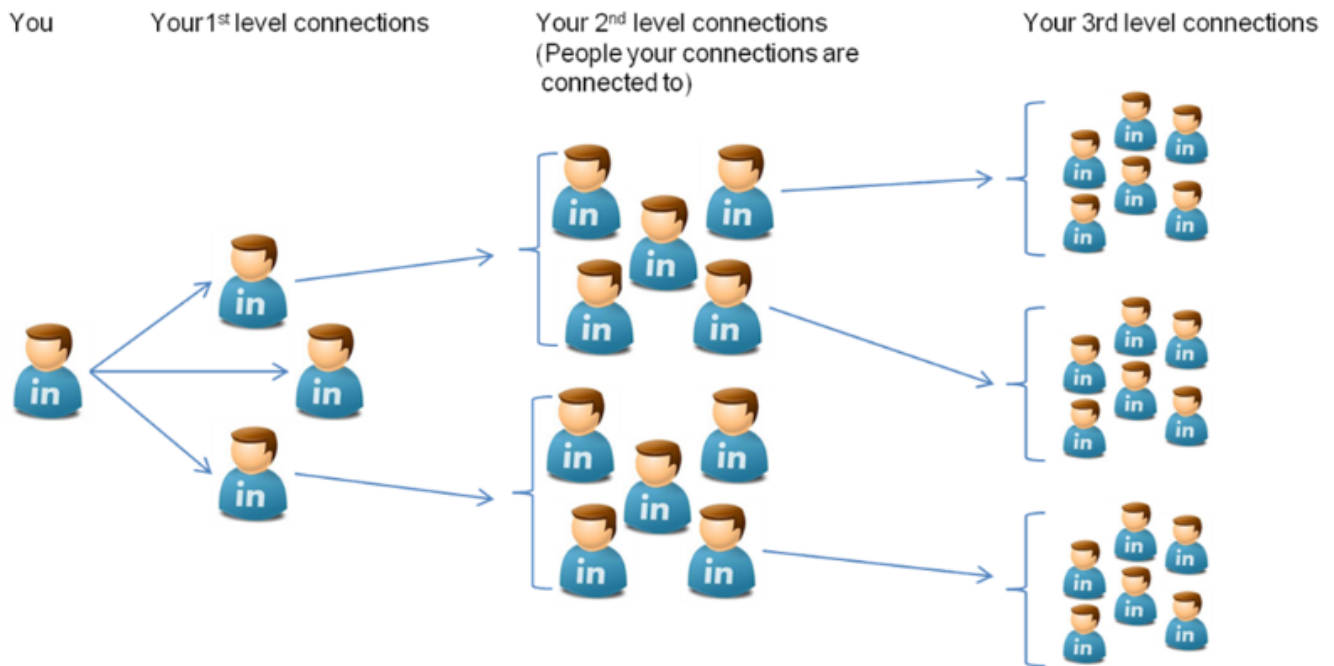
1. Click on your profile icon in the upper-right hand corner.
2. Drop down to 'Settings & Privacy.'
3. Choose the 'Privacy' option in the top-middle of the screen.
4. Click on 'Sharing job changes, and work anniversaries on your public profile?' Click on the right on 'Change.'
5. Then Set to 'No.'

(Screenshots on Activity Broadcasts on page 19)

Add Connections

You will need to have '50' connections (the Facebook equivalent of 'Friends') before LinkedIn considers your profile 'complete.' The best way to add connections is to have LinkedIn comb through your e-mail address contacts. It sounds like a complete invasion of privacy, but luckily once you start the process, LinkedIn allows you to choose exactly who you want to 'connect' with.

This is not Facebook. You are supposed to connect with industry associates or people that you have worked with. Since contacts are supposed to recommend each other's business skills, it is not a good idea to connect to someone who you either: don't know or have no idea what they do for a living.



Check in on Network Updates.

Found on your LinkedIn homepage, Network Updates are essentially LinkedIn's version of the Facebook News Feed. Check this feed periodically for a quick snapshot of what your connections are up to and sharing. You can also sort by various criteria as well as customize your feed to show only the types of updates you want to see.

The screenshot shows the 'Featured Skills & Endorsements' section on LinkedIn. It lists three skills: 'Final Cut Pro' with 17 endorsements, 'Video Production' with 14 endorsements, and 'Film Production' with 11 endorsements. Each skill has a checkmark icon and a small profile picture of the endorser. The text next to each skill says 'Endorsed by Jack Perez, who is highly skilled at this' for Final Cut Pro and Film Production, and 'Endorsed by Steve Everson and 1 other who is highly skilled at this' for Video Production. At the bottom, there is a 'View 39 more' link with a dropdown arrow.

Endorse Someone

Your online resume needs endorsements, but how are you going to get one? You can of course ask, however the best way to get an endorsement is to simply endorse someone else. When you endorse someone, they are notified and usually will endorse you as well.

How Do You Endorse on LinkedIn?

1. Click on the 'My Network' button on the top-left hand side of the screen.
2. Your connections will show up on the upper-left-hand side of the screen. Either click on the total number or the 'see all' link.
3. Look through or search through your connections.
4. Once you have found the connection you wish to endorse, scroll down to look at their 'Skills.' They are listed under 'Featured Skills & Endorsements.' You might need to click on the 'View # More' link to see more choices.
5. Click on any skills that you have observed in this individual. Don't endorse for skills you cannot attest to. Once you click on the '+' mark, it will

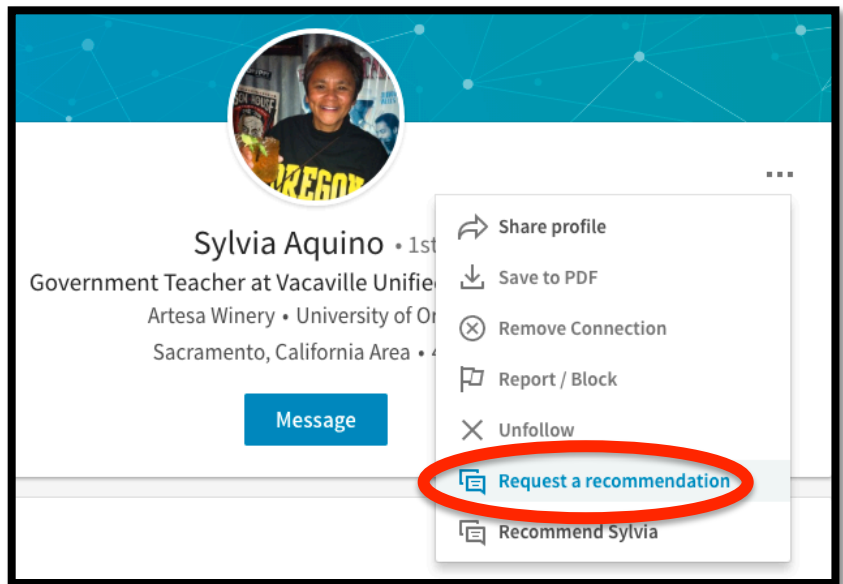
The screenshot shows the LinkedIn endorsement form for the skill 'Photography' (12 endorsements). The form is titled 'Thanks for endorsing Jack' and includes a close button (X). Below the title, it says 'Help identify relevant opportunities and content for Jack on LinkedIn'. The main question is 'How good is Jack at Photography?' with three radio button options: 'Good', 'Very good', and 'Highly skilled' (which is selected). Below this is another question: 'How do you know about Jack's Photography skills?' with a dropdown menu showing 'Worked together directly on the same team'. At the bottom, there is a 'Submit' button. A note at the bottom states: 'Your response is anonymous and will not be directly shared with Jack or other LinkedIn members. Learn more'.

change to a checkbox ✓, that means your endorsement has been noted. You will also need to state how skilled they are and how you know they have this skill (i.e. you worked together on the same project, etc.)

Recommend Someone

Just like endorsements, the best way to get a recommendation is to simply recommend someone else. Recommendations are more complex than an endorsement. An endorsement only requires you to click on a job skill. A recommendation requires that you actually type out a thoughtful paragraph or two about the person in question. Recommendations should only be done for people that you have worked with.

1. Click on the 'My Network' button on the top-left hand side of the screen.
2. Your connections will show up on the upper-left-hand side of the screen. Either click on the total number or the 'see all' link.
3. Look through or search through your connections.
4. Once you have found the connection you wish to recommend,



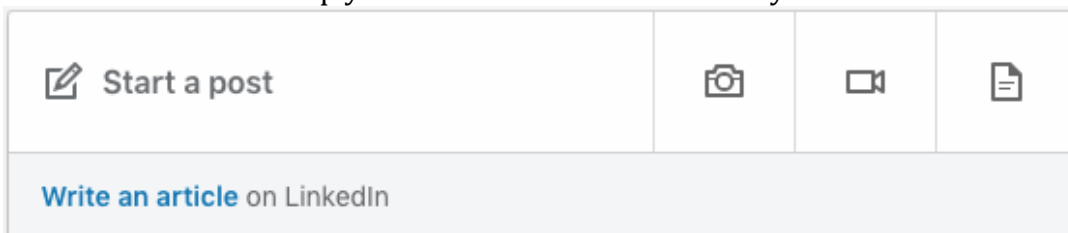
click on the tiny “...” button to the right of their name. Magically, if you click on that obscure button, a drop-down menu appears.

5. Click on 'Request a recommendation' if you would like them to recommend you.
6. Click on 'Recommend [Name]' if you will be recommending them.

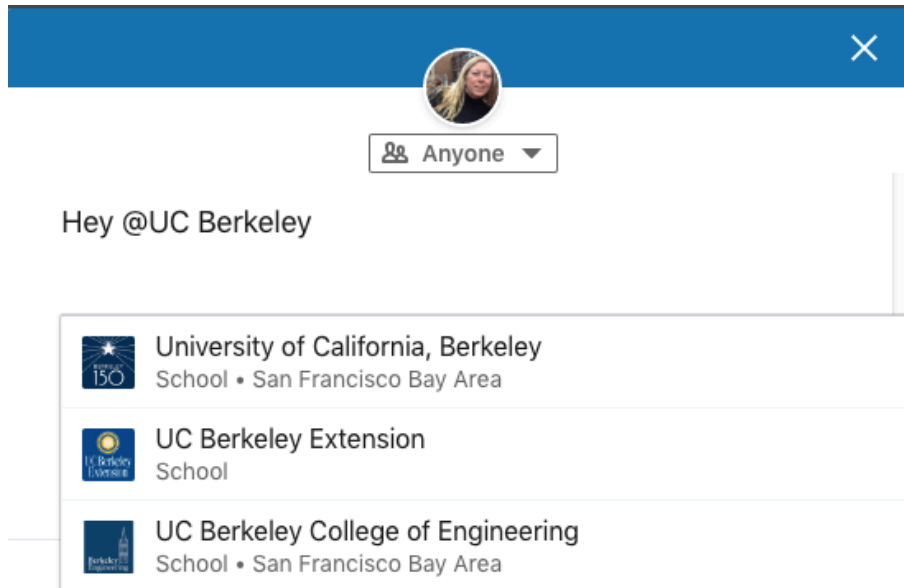
Post Updates or Blog on LinkedIn

If you want to get noticed by your peers on LinkedIn (and potentially generate some leads) then you should regularly post updates on LinkedIn.

1. Click on the 'Home' button on the top of the screen.
2. In the middle-top you will see an area where it says 'Start a Post.'



Want another LinkedIn user or company to see your status update? Include the @ symbol immediately followed by the user's/company's name in your status update (i.e. **@UC Berkeley** or **@Angela Yee**). As a result, that user/company will get alerted that you mentioned them, and their name will also link to their profile/page in the status update itself.



Post to Groups



Your Activity

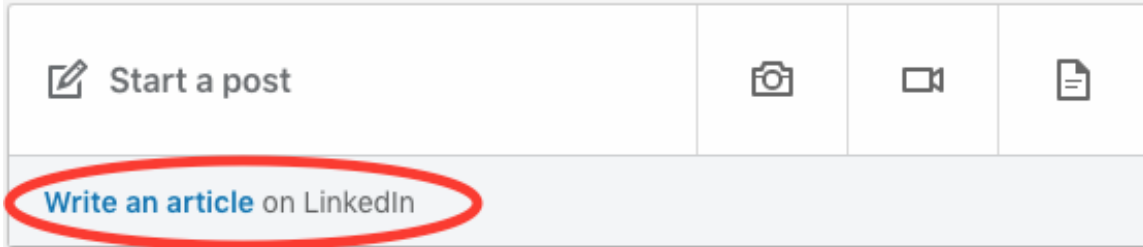
Start a discussion or share something with the group...

Once you have joined a few networking groups related to your industry, it is good to post to their discussions.

1. Click on the 'Work dropdown menu at the top right-hand of the screen and choose the Group icon.
2. Any groups that you are a member of will then be displayed.
3. Click on the group you want to post to.
4. Click in the box where it says, "Start a conversation in this group"

Blogging with LinkedIn

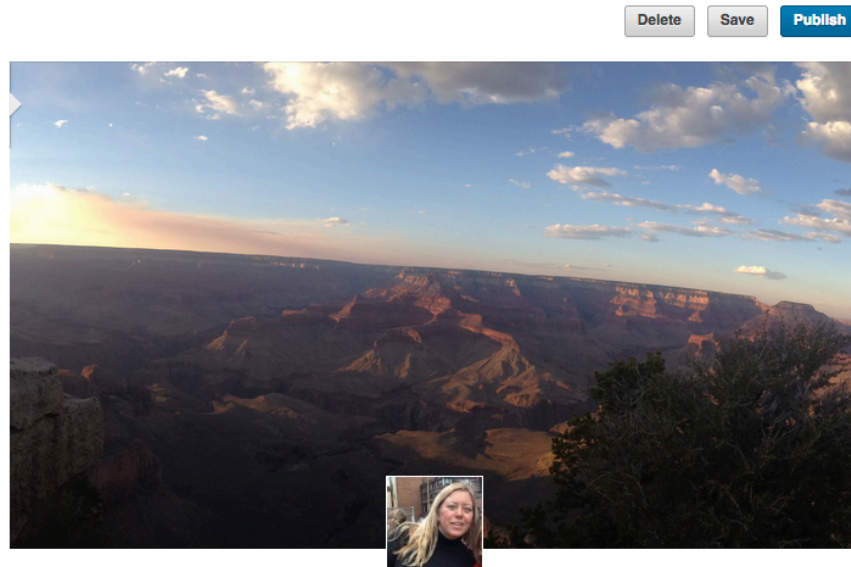
You don't have to be a rising star to blog on [LinkedIn Pulse](#). Publishing is available to all users. Experiment with how this feature can support your marketing goals by creating content for the platform and promoting it via your Company Page.



How to Blog on LinkedIn:

<https://www.linkedin.com/pulse/article/20140326191638-235001-how-to-write-your-first-blog-post-on-the-linkedin-publishing-platform>

1. Click on the Home Link.
2. Click on "Write an article on LinkedIn". It should be at the top of the 'Home' screen.
3. Start your first blog post on LinkedIn. Blog posts should be professional, industry related and show your expertise in a field.



Sherry O' Neal-Hancock

The Grand Canyon

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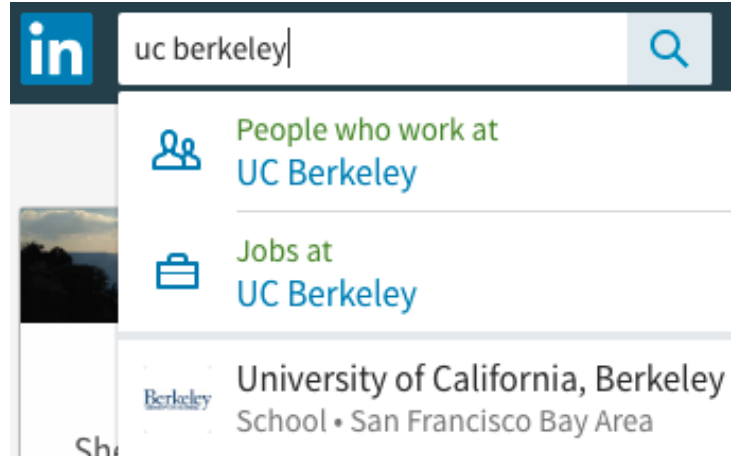
The wonder of seeing the Grand Canyon at sunset...]

Quick Search

The Quick Search feature is at the upper-left-side of the screen and enables you to quickly search for: Jobs, Companies, Groups, Universities, Posts, People and even your own Inbox at LinkedIn.

Do a quick search for UC Berkeley. You will see that you will get results for:

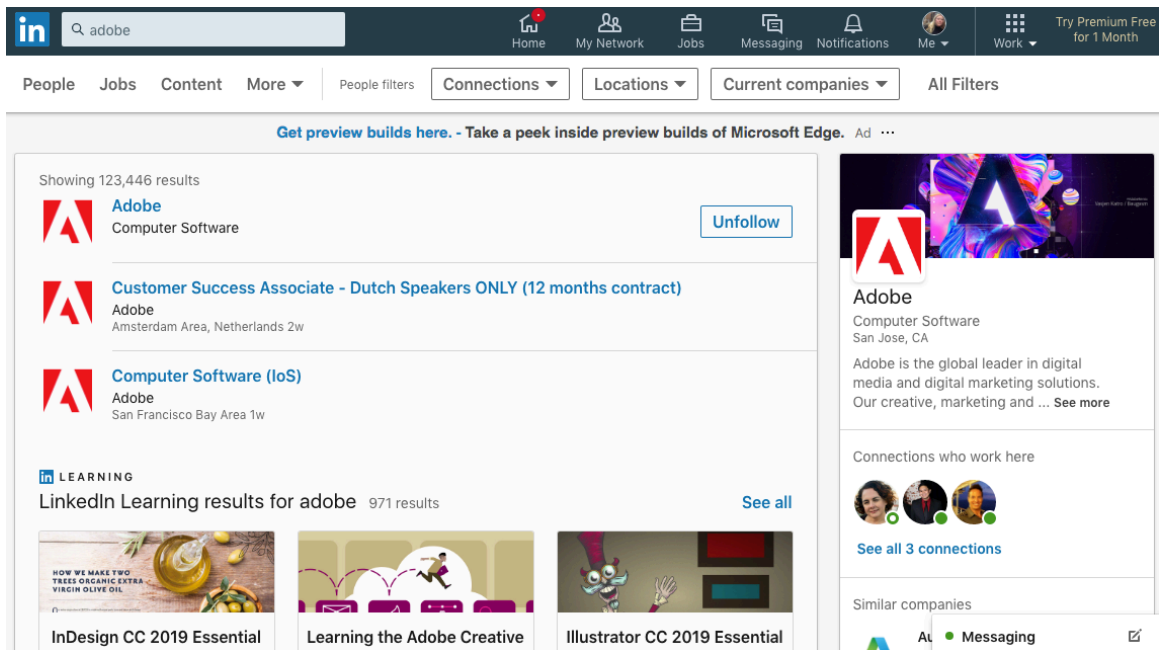
- People at UCB
- Jobs at UCB
- The actual university



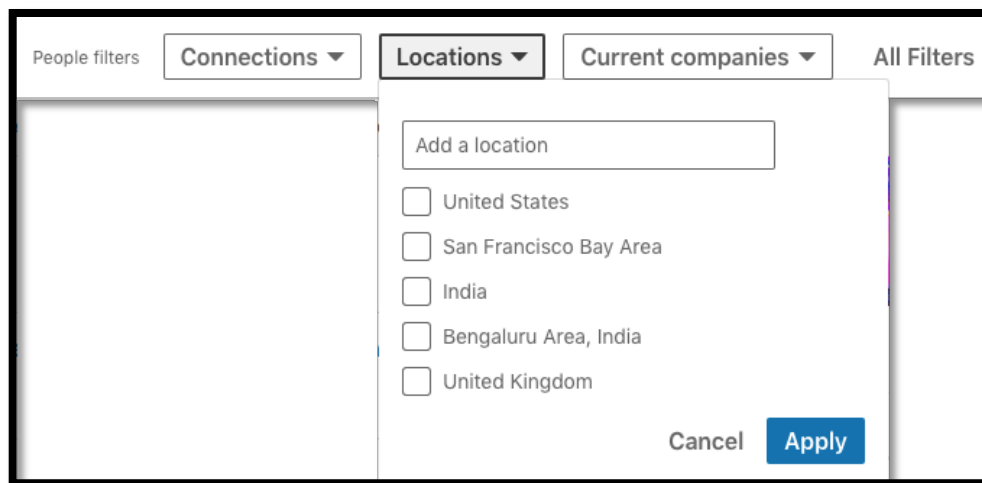
Advanced Search



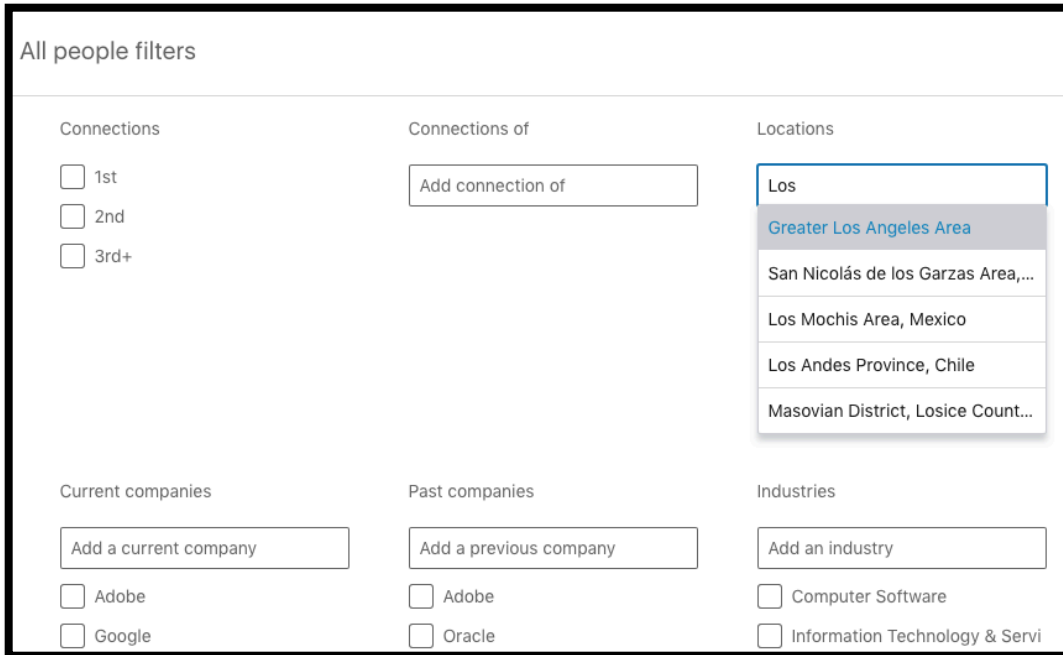
LinkedIn would be remiss if it didn't have a search function. I encourage you to use the 'Advanced' search feature. In the very least, search for people with similar occupations to you and see how you rank with other people from your own industry. Notice the keywords and attention grabbing headlines other users are using to get noticed! Of course, you can also use this feature for recruiting or trying to find a connection.



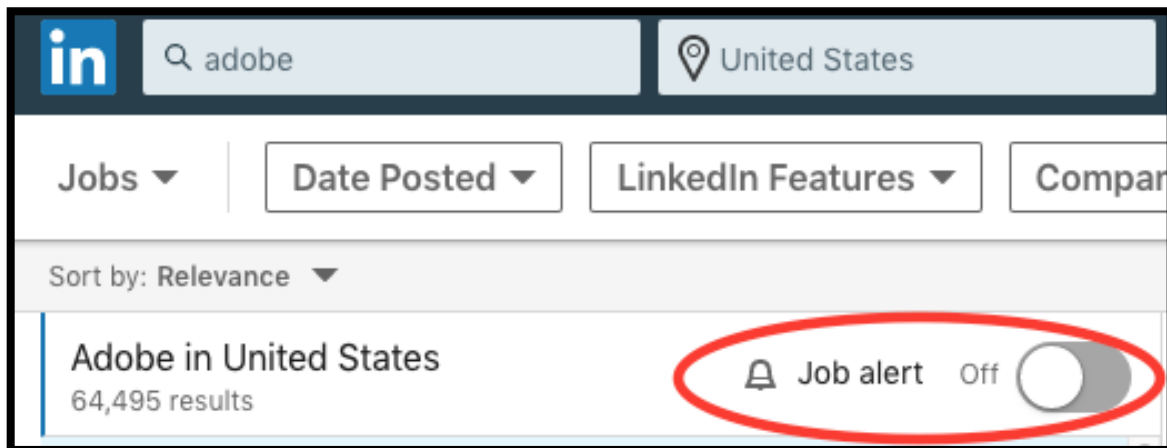
1. Go to the upper-left hand side of the screen and click in the 'Search' box.
2. Type in whatever you are searching for... In this screen shot, I typed in 'Adobe.'
3. You will have basic results shown. But what if you would like a more advanced search?
4. Simply press <ENTER>.
5. Scroll over the top and choose whether you want:
 - a. People
 - b. Jobs
 - c. Content
 - d. Posts
 - e. Companies
 - f. Groups
 - g. Schools (or Universities)
6. Further narrow down your search by going to the right-top side of the screen where there are many different filters that you can apply. You can choose from: Connections, Locations or Current Companies. The 'Location' setting is especially important for job searching or to narrow down a list of 'John Smiths' to the one you know lives in California.



7. To further narrow down your list of what you have found, click on the 'All Filters' link on the far right-top. It will bring up a larger amount of options to use as filters.



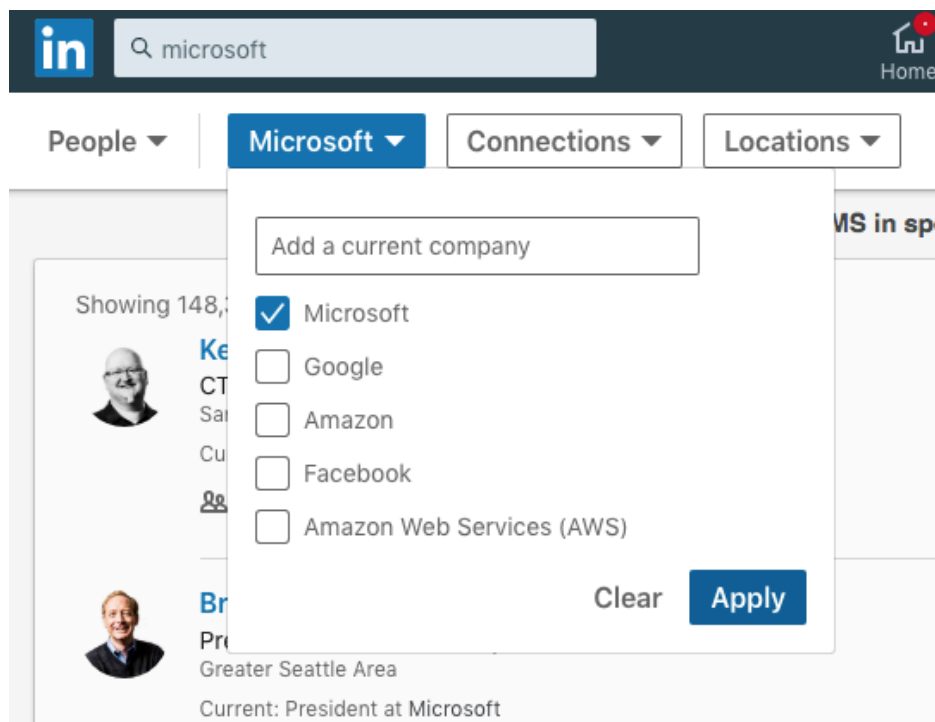
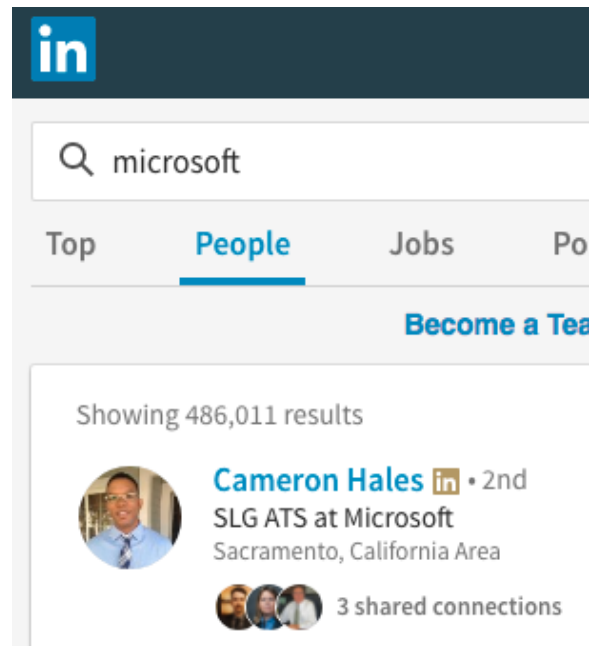
- If you have clicked on the 'Jobs' category on the top-left hand side, you can also 'Create a Search Alert.' Whatever search you have just executed, simply save the search by clicking on the 'Create search alert' button on the upper-left.



Marketing Tip: Finding People Who Work at a Company

If you ever have to cold call a company, you know that simply having someone’s name at that particular company can go a long way. LinkedIn has a great feature where you can find people who work for the company you are trying to market or perhaps even interview at... Maybe you can even find the person who might be giving you an interview and read up on their background beforehand?

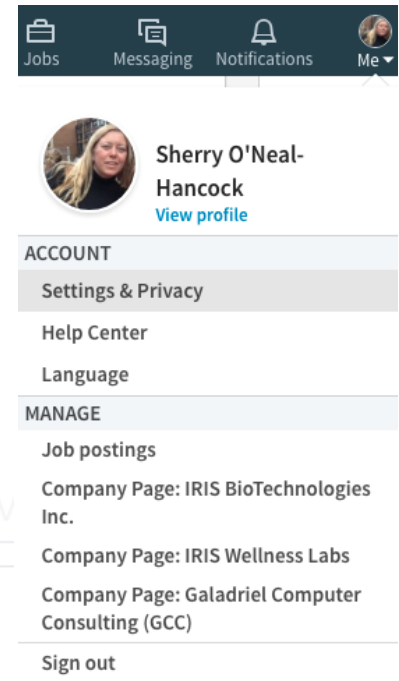
1. Go to the ‘Quick Search’ at the top left-side of the LinkedIn screen.
2. Type in the company you are searching for. In this example, I typed in ‘Microsoft.’
3. In the search results page, go to the top of the screen and choose ‘People.’
4. Click on the ‘Current companies’ button and type in the company name ‘Microsoft.’
5. Click on Apply.
6. You should now have a list of people who work at that company who are available on LinkedIn.



LinkedIn Settings

Activity Broadcasts

The first setting you should change is your activity broadcasts. When you are first creating a LinkedIn account, every time you add a new Experience or change a section of the resume, LinkedIn decides that the entire world wants to hear about it. If you are doing a lot of editing, you can imagine how much you will be annoying your contacts. It is best to just turn off the broadcasting feature until you are done with your edits. Then feel free to turn it back on once you have everything edited.



Privacy Ads

How others see your LinkedIn activity

Profile viewing options

Choose whether you're visible or viewing in private mode

Manage active status

Choose who can see when you are on LinkedIn

Share job changes, education changes, and work anniversaries from profile

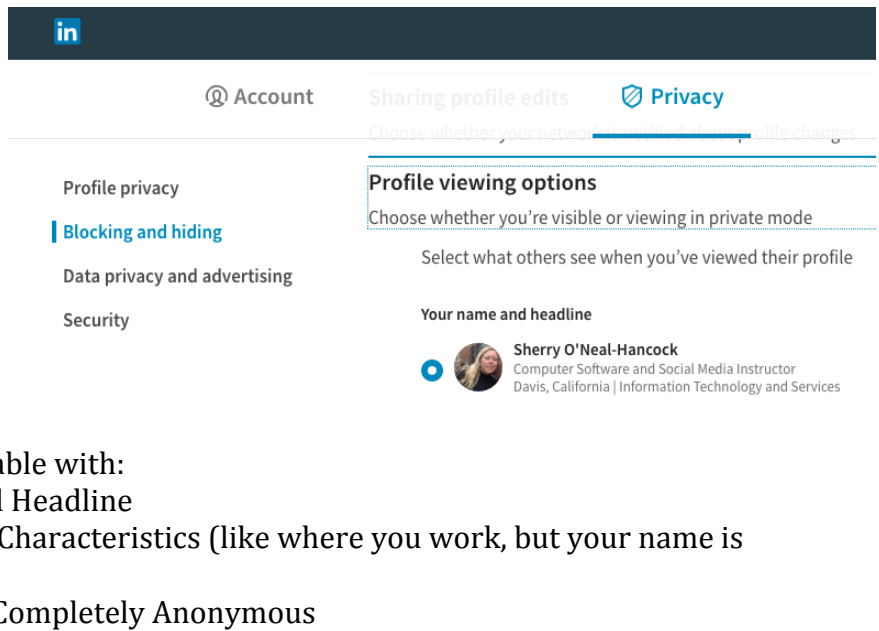
Choose whether your network is notified

1. Click on your profile icon in the upper-right hand corner.
2. Drop down to 'Settings & Privacy.'
3. Choose the 'Privacy' option in the top-middle of the screen.
4. Click on 'Sharing job changes, and work anniversaries on your public profile?'
Click on the right on 'Change.'
5. Then Set to 'No.'

Anonymity

LinkedIn has a setting, which you will consider to be both a blessing and a curse. As you start looking at other people’s profiles, they will get a status message on the right side of the screen letting them know how many people have been looking at their profile. If they click on these links, it will even tell them WHO has been looking at their profile. If you prefer for a little anonymity while browsing, you can turn this feature on and off. However, beware, when you turn it off, you will not be able to see who was looking at your profile as well. Everyone is anonymous once you disable this feature. If you are in the middle of job searching, DO NOT make yourself ‘Anonymous.’ You need to get your name out there and having your name show up as you look at things on LinkedIn is actually beneficial. (See below: Stalking on LinkedIn.)

1. Click on your profile icon in the upper-right hand corner.
2. Drop down to ‘Settings & Privacy’
3. Click on ‘Privacy’ in the top-middle.
4. Underneath, click on ‘Profile Viewing Options.’
5. Click on the setting you are most comfortable with:
 - a. Your Name and Headline
 - b. Private Profile Characteristics (like where you work, but your name is blocked)
 - c. Private Mode: Completely Anonymous

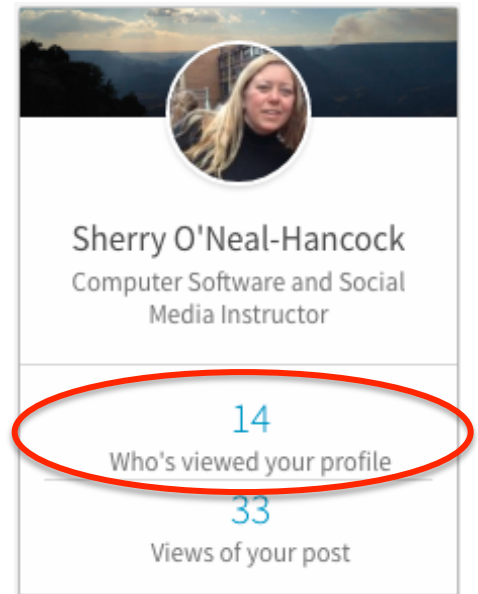


Stalking on LinkedIn: Actually It Can be a Good Thing

One of the disconcerting things on LinkedIn is that if you look at someone else’s profile, they will actually get a notification via LinkedIn that you looked at their page. This feature can actually help you if you are looking for a job, actively look for people in Human Resources for the companies you wish to apply to. You could actually get noticed just by browsing online.

How to Find Who Has Viewed Your Profile?

1. Click on the ‘Home’ button on the upper-left-hand side of the LinkedIn page.
2. Look in the upper-left and you will see your profile. It will also list how many people have viewed your profile or your posts.
3. Click on the number for how many people have viewed your profile to see who has been looking at your online resume.



Adding a Company

Once you setup your LinkedIn profile, you can use that account to create a Company Account.

Benefits of a LinkedIn Company Page:

- Increase brand awareness
- Post Job Listings that attract top talent
- Connect with other businesses
- Engage with other LinkedIn users to create a following.

How to Add a Company to LinkedIn

1. You already need to have an individual profile on LinkedIn. With that account, login and then go to the Work menu and choose 'Create a Company Page.'
2. Type in your company name and your LinkedIn company URL.
3. Fill out your company information form. You will need to name your company and then type in an e-mail address with your own unique domain name. LinkedIn will not allow Gmail, Yahoo, Hotmail, AOL or other generic e-mail addresses as a contact for a valid company.
4. Once you fill out the form, LinkedIn will send you

Let's set up your Company Page

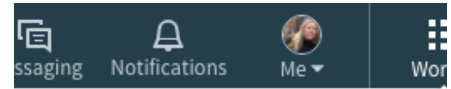
Company Name

LinkedIn public URL ⓘ
 linkedin.com/company/

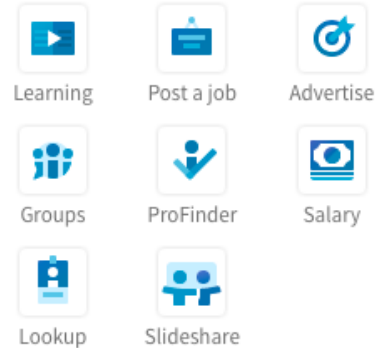
I verify that I am the official representative of this company and have the right to act on behalf of the company in the creation of this page.

Cancel

Are you trying to create a University Page? [Learn more](#)

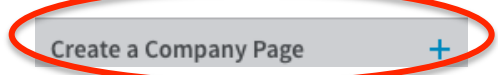


Visit more LinkedIn Products



LinkedIn's business services

- Talent Solutions**
Find, attract and recruit talent
- Sales Solutions**
Unlock sales opportunities
- Learning Solutions**
Develop talent across your organization

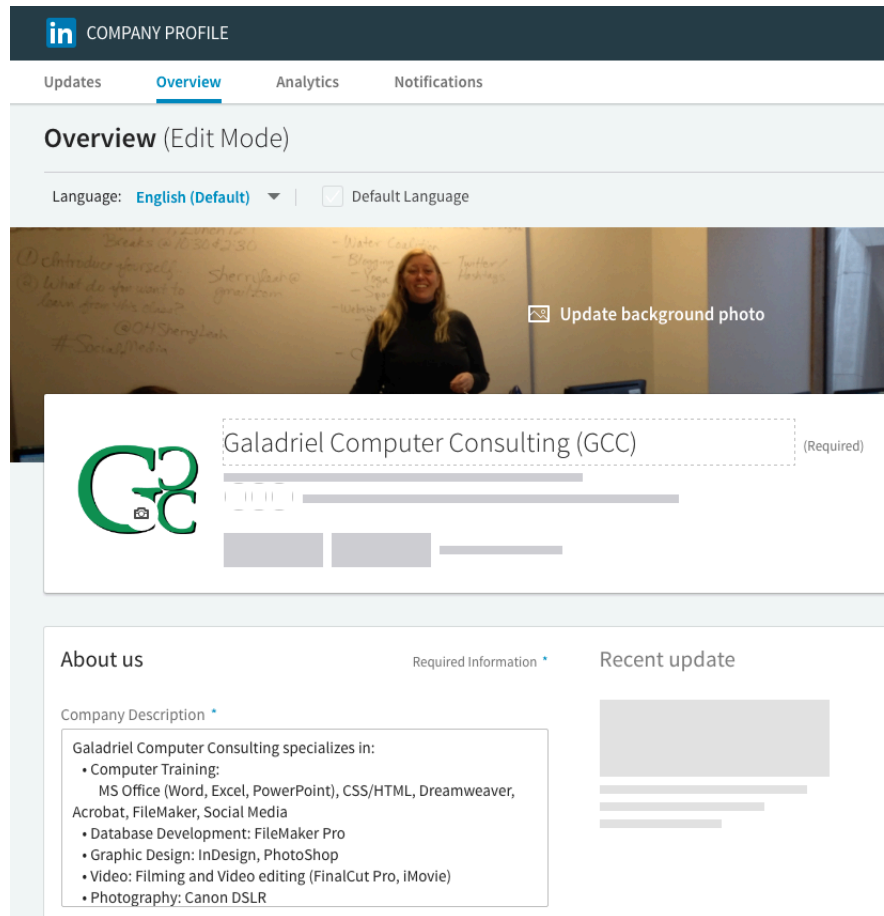


an e-mail to the account you just listed. Open up the e-mail and click on the link provided to verify the account.

5. Once you follow the link, you should be taken to your Company Page. You will need to fill out all of the pertinent information. You will also need to upload a square company logo and a rectangular company banner.

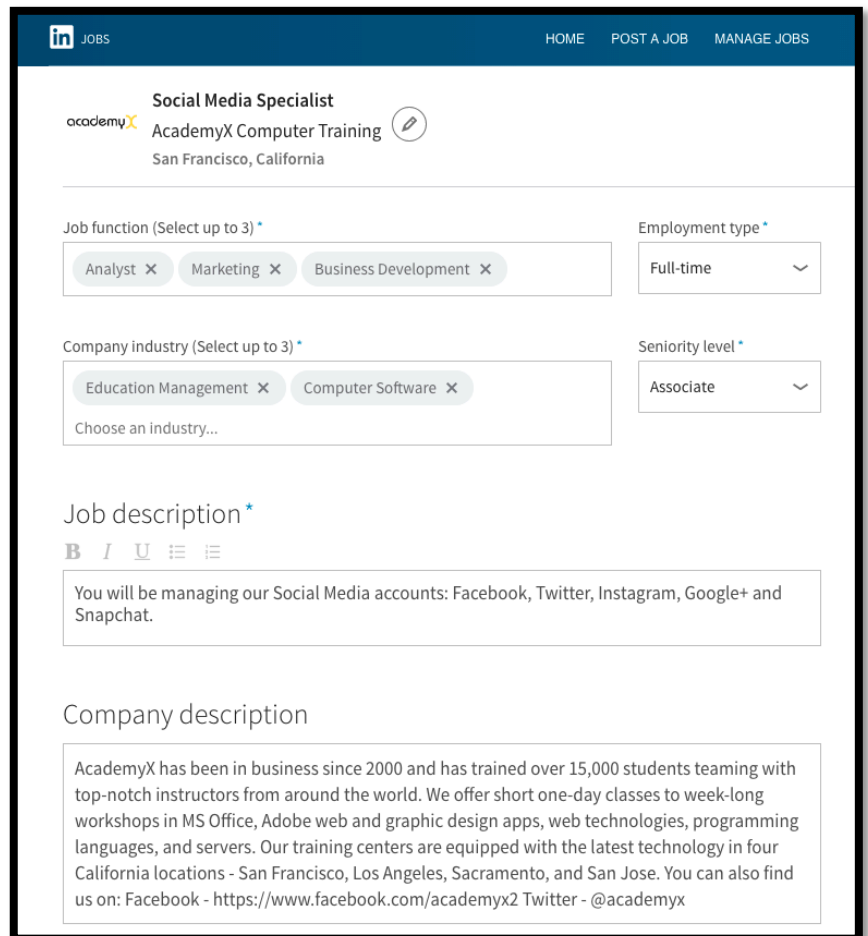
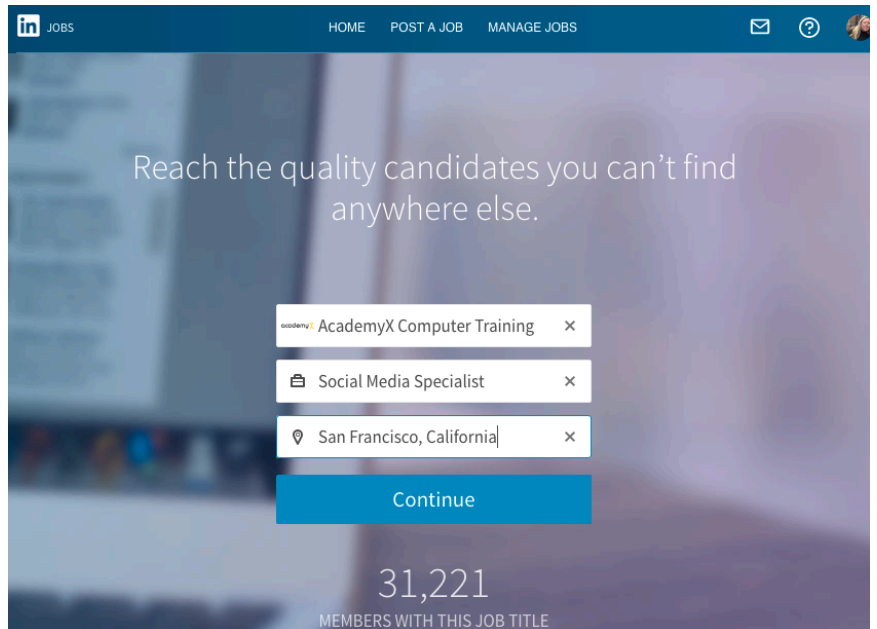
6. If you are not taken

- to your company page, simply click on your LinkedIn Photo (Me) → Choose your company.
7. Once you fill out the form, click on 'Publish' in the upper-right-hand corner.
 8. Now you can post some company status updates or list a new job opening.



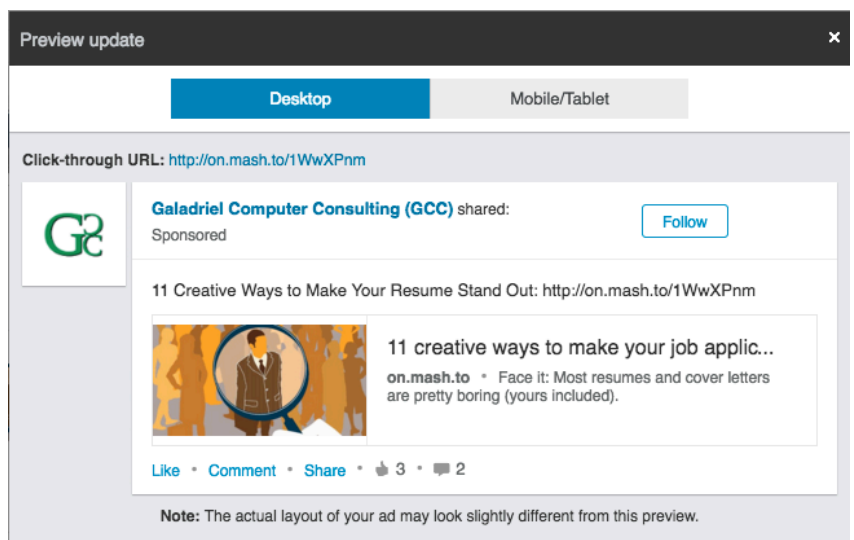
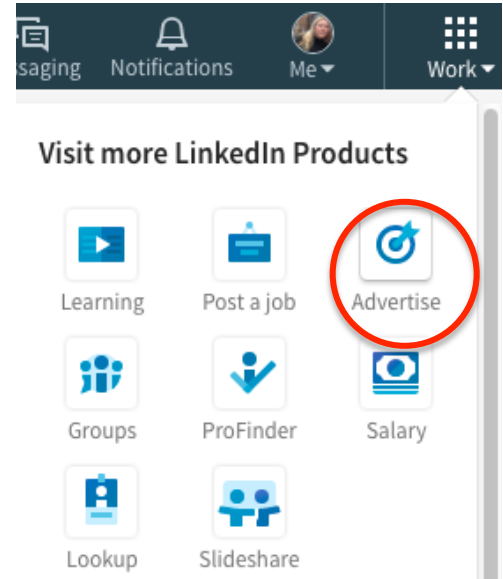
Creating a Job Wanted Ad on LinkedIn


1. Click on your profile button (Me) and then choose Manage → Job Postings or Work → Post a Job.
2. You will probably need to re-login.
3. Choose your Company, Job Title (for the job posting ad) and the job location.
4. Click on Continue.
5. Choose a Job Function, Company Industry and the seniority level (i.e. Internship, Entry Level, Associate, Mid-Senior Level, Director, or Executive.)
6. You will need to fill out the job listing.
7. Choose how the candidate should apply either via LinkedIn's application process or you can choose a URL that links to your website.
8. Click on Continue and enter your billing information to proceed with the posting. You can also Preview the posting or Save as a Draft for later.
9. LinkedIn sets the average daily budget for a job posting to \$10/day. However, in larger markets the price can go up. A job ad for a police officer in Los Angeles ran \$18/day in 2017.



Advertising on LinkedIn


1. Click on the **Work** link on right-hand side of the LinkedIn menu.
2. Click on the **Advertise** icon.
3. Click on **Manage Ads**.
4. Login again (to make sure that you are REALLY you!)
5. Choose your account name link.
6. Click on the Yellow 'Create Campaign' button in the upper-right-hand corner.
7. Choose the Ad target you want:
 - a. Ad with Graphics and Text: LinkedIn News Feed and Beyond
 - i. Targets Desktop and Mobile Audience.
 - ii. Graphic driven
 - iii. More Expensive
 - b. Text Ads: Across multiple LinkedIn Pages
 - i. Targets Desktop Only
 - ii. The cheaper Option
 - iii. No Graphics
 - c. Sponsored Emails
8. In this example, the first choice **LinkedIn Feed and Beyond** was chosen.
9. Fill in your company name until it shows up in a pop-up menu. Your Account and the Currency (US\$) should be chosen automatically. Click on **Next.**
10. Enter a Campaign Name (whatever you want to use to keep track of this campaign). Your language (English) should be chosen automatically. Click on **Next.**
11. Choose an update you have already posted or create a new ad. If you want to create a new ad, click on **Create new sponsored content** in the upper-right hand corner.
12. If you chose content that has already been created, click on the checkbox next to the content on the left-hand side and then click on **Preview.** Then click on **Next.**
13. Now target your audience. Make sure that you are very selective and keep the audience size very small. The larger the reach, the greater the cost for the ad to run.



 **What location** do you want to target? (required)

include ▾ [See full list](#)


include San Francisco Bay Area ×


 **What groups** do you want to target? ×


include ▾



include E-Learning 2.0 × Computer Based Training Professionals ×

14. Choose from the different categories to choose how you want to target the ad. Try to set your estimated target audience (on the right-hand-side of the page) to around 1,000. In this example, I chose targeting by **Location** and **Groups**. Click on **Next**.
15. Now set your daily budget maximum (\$10 minimum) and how much you are willing to spend per click (CPC-Cost Per Click) on your ad. Most ads generally run about \$5 per click.
16. Now you can either start your ad immediately (which will run until it runs out of money) or you can set a start and an end date for your advertising.
17. Of course, you will be prompted for your credit card information before the ad can run. 😊

Bid type  Cost per click (CPC) Cost per impressions (CPM)
 Pay when someone clicks your ad.

Bid  Suggested bid to reach the majority of your audience is \$5.98. (Other advertisers are bidding between \$5.98 – \$10.60) Minimum bid: \$4.25.

Daily budget  Minimum budget: \$10.00 Your campaign's actual daily spend may be up to 20% higher. [Learn more.](#)

Start Date  Start immediately Schedule start 

Linked In Ads: Results: <http://www.dennis-yu.com/love-linkedin-ads-cost-much/>

Outside of LinkedIn Job Searching:

USA Jobs: <https://www.usajobs.gov/>

Glassdoor: <https://www.glassdoor.com/>

General Atomics: <https://www.ga-careers.com/>

ViaSat: <https://careers.viasat.com/careers/SearchJobs>

Thermo Fisher: <https://jobs.thermofisher.com/>