

HOW TO | LinkedIn

Step-by-step guide to maintaining your professional LinkedIn profile



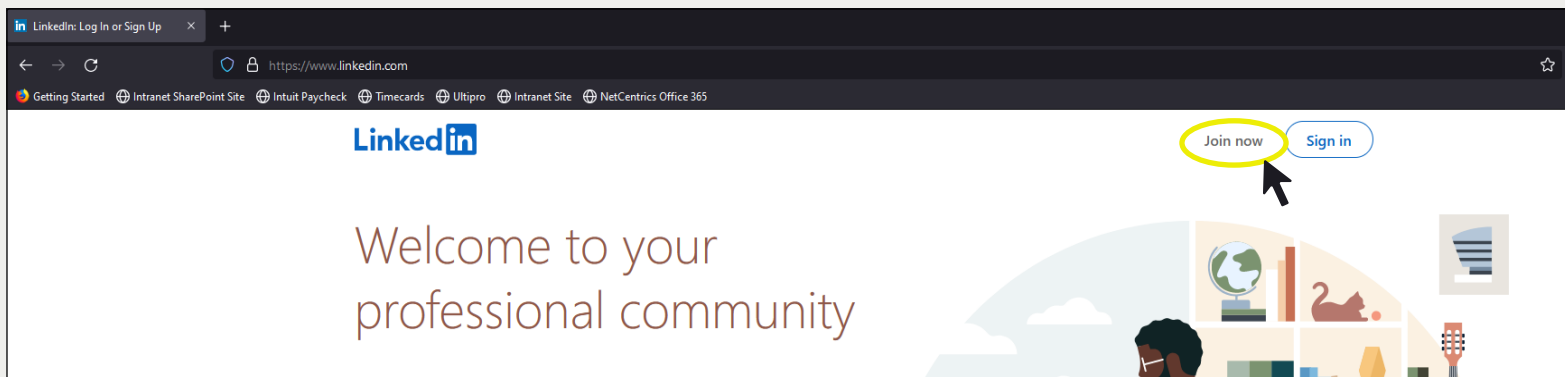
WHY?

- Over 146 million workers in the U.S. Have linkedin profiles.
- Having a LinkedIn profile will establish credibility for you as an individual, and NetCentrics as a company. It's an easy and convenient way to build connections and maintain contact with teammates (old and new).
- Many recruiters and hiring managers use LinkedIn to search for or look up candidates. Completed LinkedIn profiles get more than 20 times as many views as incomplete profiles, which is why it's important to keep yours updated!
- Your connections on LinkedIn are able to write recommendations/endorsements for you which are displayed on your page, highlighting desirable professional skills and attributes to anyone viewing your profile.

Do you already have an established LinkedIn profile?



STEP 1: Copy/Paste the following URL into your preferred web browser: <https://www.linkedin.com/>
Then, hit the **"Join Now"** button

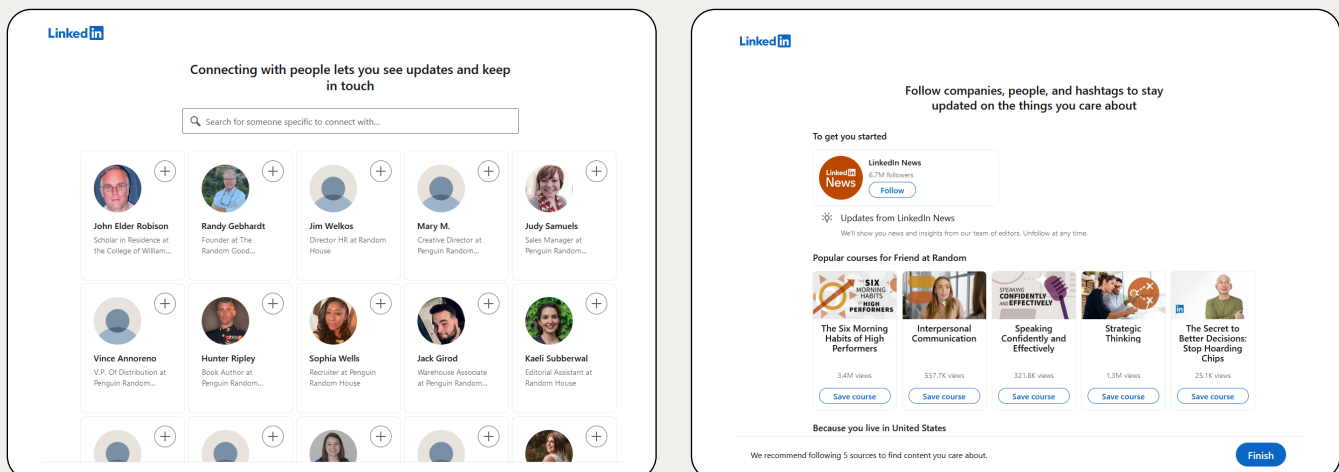


STEP 2: Enter your e-mail address, a strong password, then click on the **"Agree & Join"** button. Next, LinkedIn will ask you for your first and last name. After those are entered, hit the **"Continue"** button. Then, you will be prompted to enter the country, postal code and location within the area. After that, hit the **"Next"** button.

Three screenshots of the LinkedIn sign-up process. The first screenshot shows the initial sign-up form with fields for 'Email' and 'Password (6 or more characters)'. Below the fields is a link to the 'Agreement, Privacy Policy, and Cookie Policy'. A blue button labeled 'Agree & Join' is circled in yellow, with a black arrow pointing to it. Below this button is a 'Join with Google' button. The second screenshot shows the form for entering the first and last name. Fields for 'First name' and 'Last name' are present, each with a red error message 'Please enter your first name.' and 'Please enter your last name.' respectively. A blue button labeled 'Continue' is circled in yellow, with a black arrow pointing to it. The third screenshot shows the 'Welcome, Courtney!' screen. It has fields for 'Country/Region' (set to 'United States'), 'Postal code' (set to '20164'), and 'Location within this area' (set to 'Sterling, Virginia'). A blue button labeled 'Next' is circled in yellow, with a black arrow pointing to it.

LinkedIn will then prompt you to answer a few questions about yourself, such as: job title, employment type, and most recent company. Answer the questions as you see fit. At some point you will also be asked to confirm your e-mail address.

STEP 3: Based on your answers to the above questions, LinkedIn will recommend connections for you and ask about your interests. That's it! Hit the **"Finish"** button. Start Connecting!



Now that your profile is all set up, lets make it **POP!**

Take a look at the snapshot of Kenny's LinkedIn profile below. It's complete, filled with information and leaves you with a **solid impression** of who he is as a person and professional. It's a perfect example of how to utilize LinkedIn to your benefit. If you need to, feel free to use it as a guide for your own profile.

The screenshot shows a LinkedIn profile for Kenneth Cushing. The header includes a profile picture, a banner with the NetCentrics logo, and the text 'NETCENTRICS Secure Our Nation'. Below the header, the profile name 'Kenneth Cushing · 1st' is followed by his current role 'CEO, NetCentrics; Director (Colonel, USAF Reserves) at CISA (DHS); Board Member, NDIA' and location 'Washington DC-Baltimore Area'. A 'Contact info' link is present. The 'Experience' section lists three roles: Chief Executive Officer at NetCentrics, Member Board Of Directors at NDIA, and Director at CISA, DHS & DoD. The 'Education' section lists Harvard Kennedy School, McKinsey & Company MBA, and The George Washington University. The 'Skills & endorsements' section shows 'Program Management' with 99+ endorsements. The 'Interests' section lists 'McKinsey & Company', 'Cybersecurity: The Intersection of Policy a', 'Marillyn Hewson', 'Forbes', 'Sara Blakely', and 'Capt. Sully Sullenberger'. The 'Accomplishments' section shows 'Honors & Awards' and 'Publication'.

- Add a **good quality** profile picture
- Update your profile banner/ background picture
- Include past work experience & educational achievements
- Add any relevant skills you have
- Include interests and other accomplishments you have

If you have questions or issues while completing your profile, please reach out to Courtney Parsons (cparsons@netcentrics.com) for further assistance or a detailed walkthrough.