

# HOW TO | LinkedIn

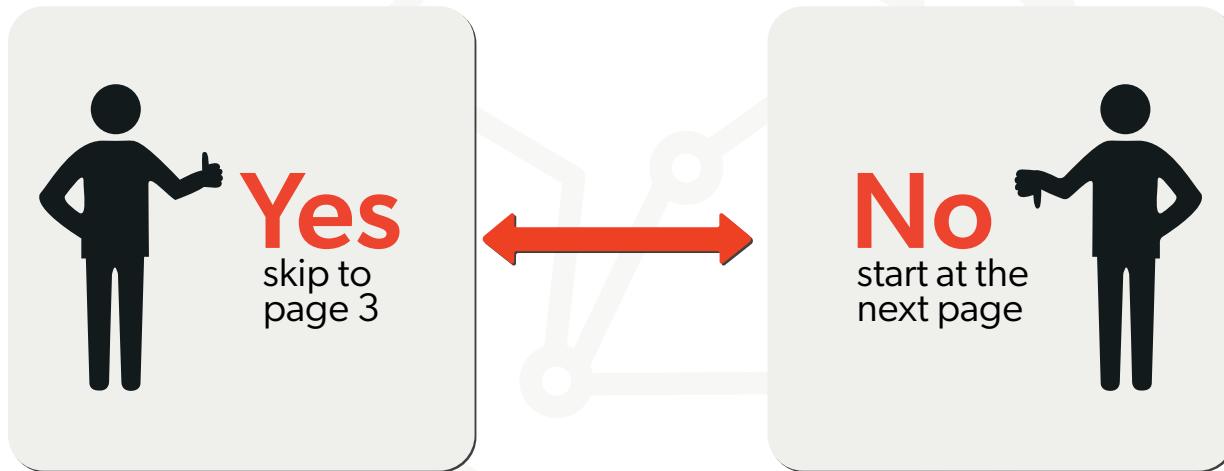
Step-by-step guide to maintaining your professional LinkedIn profile



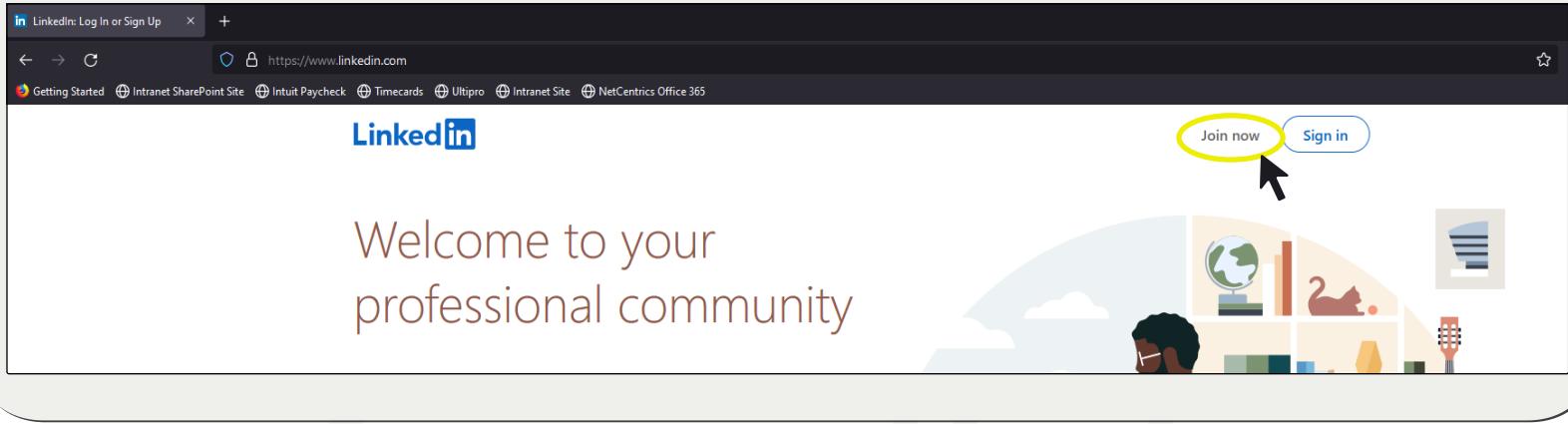
# WHY?

- 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.

The image consists of three separate screenshots of the LinkedIn sign-up process. The first screenshot shows fields for 'Email' and 'Password (6 or more characters)', with a link to the User Agreement, Privacy Policy, and Cookie Policy. A yellow circle highlights the 'Agree & Join' button. The second screenshot shows fields for 'First name' and 'Last name', both with placeholder text 'Please enter your first name.' and 'Please enter your last name.'. A yellow circle highlights the 'Continue' button. The third screenshot shows fields for 'Country/Region \*' (United States), 'Postal code \*' (20164), and 'Location within this area \*' (Sterling, Virginia). A yellow circle highlights the 'Next' button.

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!

The image shows two screenshots of the LinkedIn dashboard. The left screenshot displays a grid of user profiles with their names and brief descriptions. The right screenshot shows a section titled "To get you started" featuring "LinkedIn News" and "Popular courses for Friend at Random". It also includes a message about following content from United States sources and a "Finish" button.

# 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.

**Kenneth Cushing** · 1st  
CEO, NetCentrics; Director (Colonel, USAF Reserves) at CISA (DHS);  
Board Member, NDIA  
Washington DC-Baltimore Area · [Contact info](#)  
500+ connections  
14 mutual connections: Katie McCaskey, M.S., Sylvia Winchester, and 12 others

[Message](#) [More](#)

**Experience**

- Chief Executive Officer  
NetCentrics · Full-time  
Oct 2021 – Present · 1 mo  
Herndon, Virginia, United States
- Member Board Of Directors  
National Defense Industrial Association - (NDIA)  
Oct 2021 – Present · 1 mo  
Arlington, Virginia, United States
- Director, Cybersecurity and Infrastructure Security Coordination (CISA, DHS & DoD)  
United States Air Force  
Mar 2010 – Present · 11 yrs 8 mos  
Washington D.C. Metro Area  
I am a U.S. Air Force (Reserves) Colonel and currently (since June 2019) the Director, Cyber and Infrastructure Security Coordination at the Cybersecurity and Infrastructure Security Agency (CISA), Department of Homeland Security (DHS). I am the senior Department of Defense official into CISA representing U.S. Northern Command (USNORTHCOM) and North America ...see more
- Senior Vice President, Defense  
Avantus Federal · Full-time  
Jan 2021 – Oct 2021 · 10 mos  
McLean, Virginia, United States  
Senior Vice President, Defense...  
• Ensure ongoing programmatic delivery eminence across the Defense business; ensure consistency and quality across business base ...see more

**Interests**

- McKinsey & Company  
4,158,595 followers
- Marilyn Hewson   
Former Chairman, President and Chief Executive  
412,191 followers
- Sara Blakely   
Founder and CEO of SPANX  
1,478,658 followers
- Cybersecurity: The Intersection of Policy a  
12 members
- Forbes  
17,134,546 followers
- Capt. Sully Sullenberger   
Safety Advocate | Author | Speaker | Pilot  
210,940 followers

- › 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

**Education**

- Harvard Kennedy School  
Certificate, Senior Executive Program for Cybersecurity  
Selected for Harvard Kennedy School's executive education program for senior executives. This program was specific to Cybersecurity and the intersection of technology and policy.  
First program of its kind to focus on the intersection of policy and technology and how, together, they can address the critical threats of a cyber world. The objective is to bring together technologists and policymakers and provide them with a conceptual framework for the design of both cybersecurity policy and technology.
- McKinsey & Company MBA (Harvard Business School)  
Business  
Fast-paced executive MBA program (non-degree awarding) through McKinsey & Company and Harvard Business School
- The George Washington University  
Master of Arts (M.A.), Organizational Management  
Graduated magna cum laude (3.73 GPA)

**Skills & endorsements**

- Program Management · 99+  
Endorsed by Roderick Owens and 16 others who are highly skilled at this
- DoD · 82  
Albani Childs, MA Ed. and 81 connections have given endorsements for this skill
- Strategy · 81  
Endorsed by Gregory Coleman and 3 others who are highly skilled at this

**Accomplishments**

- 3 Honors & Awards  
2018 Transformational CMO • Department of Defense (DoD) Military Outstanding Volunteer Service Medal (MOVSM) • Military Awards & Decorations
- 1 Publication  
Security Cooperation with the Pacific

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