

# Updates on LinkedIn

*Newer features and benefits*

*Celinda Crego*

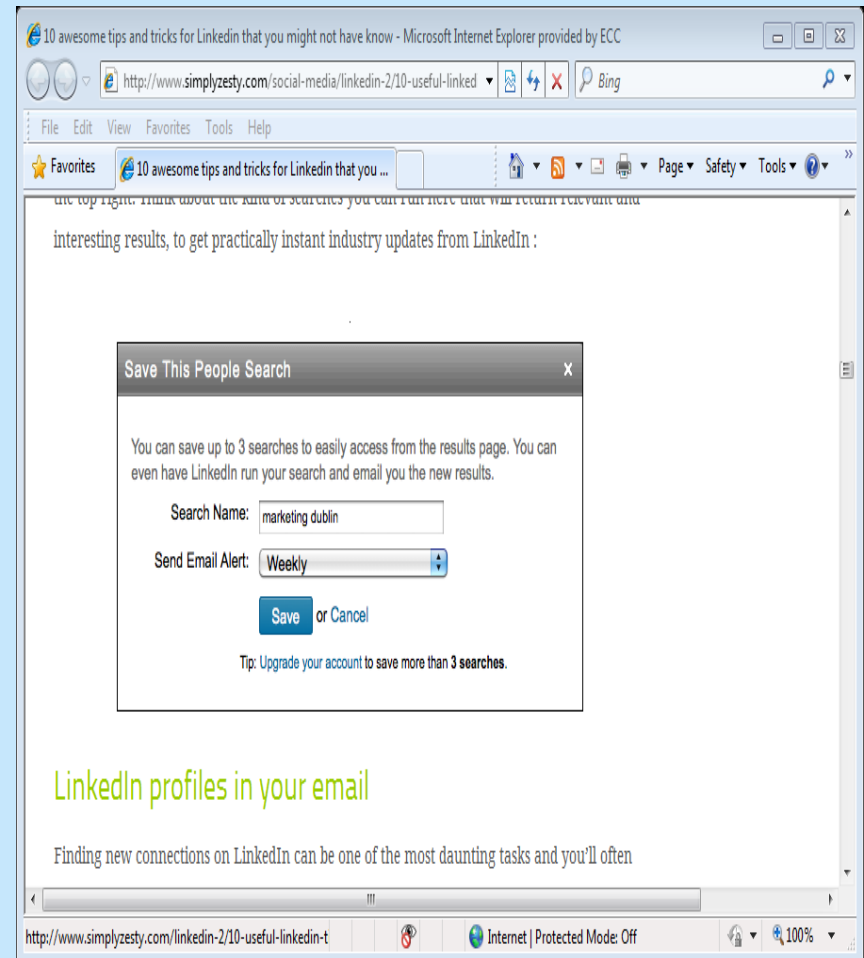
*11/22/11*

# Updates on LinkedIn - Agenda

- Save Your Searches
- Company Follow
- LinkedIn Alumni (formerly Classmates)
- Profile Changes
- Applications

# Save Your Searches


- Run search for people in bar along top
- Click on save search (top right)
- Receive email every time search results change
- Save up to 3 searches




# Company Follow

- Learn breaking news about a company
- See Employee Moves – joined left or promoted
- See Job openings, business opportunities, etc.

# Company follow

LinkedIn  Account Type: Basic ▼ Celinda Crego [Add Connections](#)

Home Profile Contacts Groups Jobs **Inbox 150** Companies News More  

**Companies Home** Search Companies Following (0) [Add a Company](#) [FAQ](#)








### Search for Companies

### Followed Company Updates


Start following a company

- Be in the loop on key developments at the company
- See who has recently joined, left, or been promoted
- Stay informed of business opportunities, job openings, and more

### Companies You May Want to Follow




### Ads by LinkedIn Members



#### Senior Living Housing

Quality Assisted Living Care by Highly-Trained Staff. Call today!


[Learn More »](#)



#### Restaurant Revenue Course

Certificate in Food Service Management Online from Cornell

[Learn More »](#)






#### Soy Protein Isolate


Scoular has Non GMO 90% Protein. Ideal for nutritional drinks, bars & meals

[Learn More »](#)

### Companies Hiring on LinkedIn




# Company Follow

LinkedIn  Account Type: Basic ▼ Celinda Crego [Add Connections](#)

Home Profile Contacts Groups Jobs Inbox **150** Companies News More

Companies > Rich Products Corporation

**Overview** Careers




Rich Products Corporation is the founder of the non-dairy segment of the frozen food industry and a leading supplier and solutions provider to the foodservice, in-store bakery, and retail marketplaces. Rich's posts annual sales exceeding \$2.8 billion, employs more than 7,200 people worldwide, and ... more


**Rich Products Corporation** has **2,056** followers

[Follow Company](#) [Share](#)


Your Network (184) **Your College Alumni (9)**




**Quality Assurance Manager/Micro-Lab**  
Judy Perry, Greater Philadelphia Area  
1st



**R&D Technician, New Technology**  
Susan Garrity, Buffalo/Niagara, New York Area  
1st




**Marketing Manager**  
Sonali Ranjane, Buffalo/Niagara, New York Area  
How are you connected? (1 shared connection)  
2nd



**How you're connected to Rich Products Corporation**

- 2 First degree connections
- 182 Second degree connections
- 1,056 Employees on LinkedIn

 Check out insightful statistics about Rich Products Corporation employees »

**LinkedIn Company Pages**

**Company Status Updates** NEW!

Engage directly with your followers and prospective customers. [Learn more »](#)

# Linkedin Alumni (formerly Classmates)

- Explore Alumni Career trends
  - Where they work
  - What they do
  - Where they live
- Make Connections
  - Reconnect with old friends
  - New connections in targeted industry or field
- Find opportunities
  - Mentors, jobs, networking
- Learn about companies
  - Discover companies that “like” your school
  - Discover where a companies’ employees live
- Join your school’s alumni group on Linkedin

# How to use “Alumni”

## Version 1 - through Contacts

- In “Contacts” Click on “add Connections” (drop down)
- Click on Alumni tab
- Click on one of your schools listed on your profile
- Click on certain year or all during your attendance
- Click on GO

# Alumni – through Contacts (step 1)

**LinkedIn** Account Type: Basic ▼ Celinda Crego [Add Connections](#)

Home Profile Contacts Groups Jobs Inbox **150** Companies News More  [Advanced](#)

**Add Connections** Colleagues Alumni People You May Know [View Sent Invitations](#)

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

### See Who You Already Know on LinkedIn

Searching your email contacts is the easiest way to find people you already know on LinkedIn. [Learn More](#)

Your email:

[Continue](#)

We will not store your password or email anyone without your permission.

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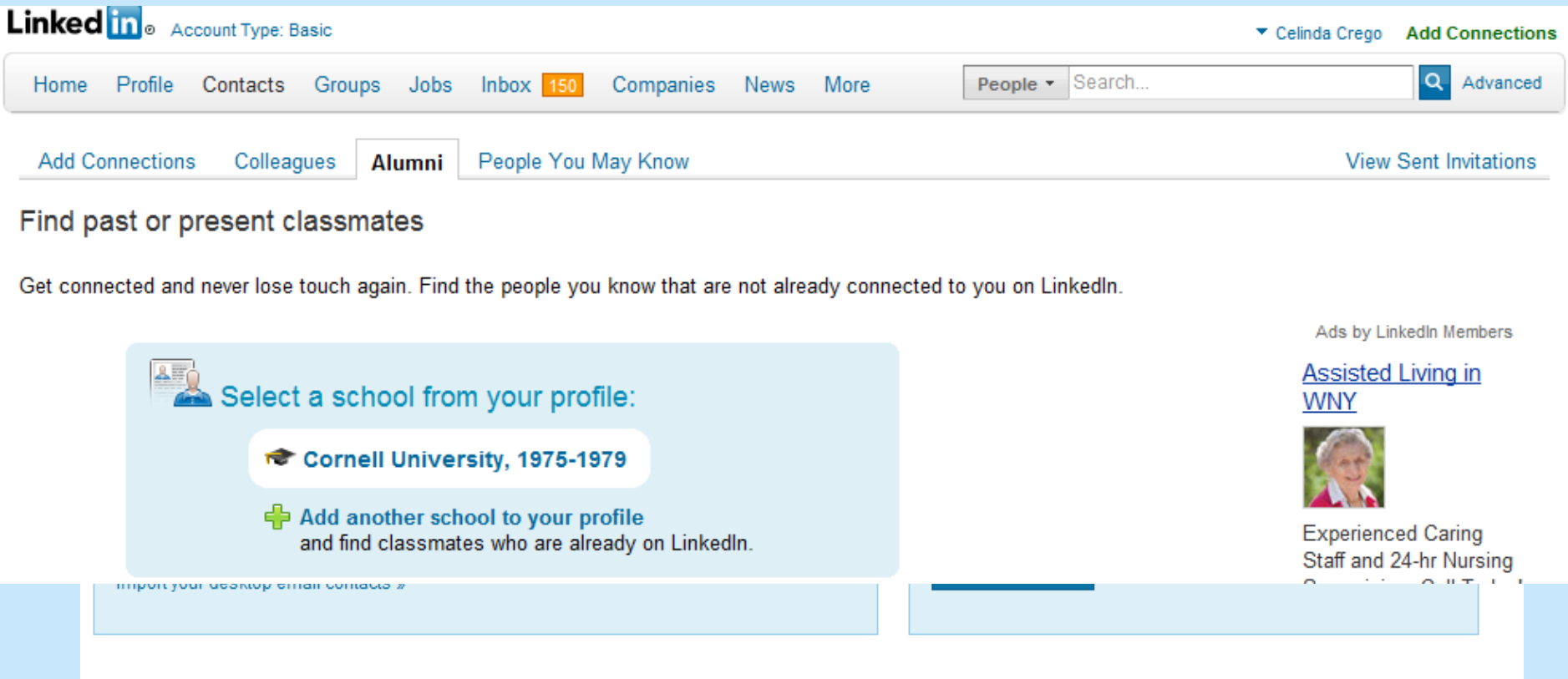
**Do you use Outlook, Apple Mail or another email application?**  
[Import your desktop email contacts »](#)

### Enter Email Addresses

Enter email addresses of people to invite and connect. Separate each address by a comma.

[Send Invitations](#)

# Alumni – through Contacts (step 2)



The screenshot shows the LinkedIn interface for finding alumni. At the top, the LinkedIn logo is on the left, and the user's name 'Celinda Crego' and 'Add Connections' button are on the right. Below the logo, it says 'Account Type: Basic'. The navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox' (with a notification badge of 150), 'Companies', 'News', and 'More'. A search bar is present with a dropdown menu set to 'People' and a search button labeled 'Advanced'. Below the navigation bar, there are tabs for 'Add Connections', 'Colleagues', 'Alumni' (which is selected), and 'People You May Know'. A 'View Sent Invitations' link is on the right. The main heading is 'Find past or present classmates'. Below this is a sub-heading: 'Get connected and never lose touch again. Find the people you know that are not already connected to you on LinkedIn.' A large light blue box contains the instruction 'Select a school from your profile:' with a small profile icon. Below this, a button shows 'Cornell University, 1975-1979' with a graduation cap icon. A plus sign icon is followed by the text 'Add another school to your profile and find classmates who are already on LinkedIn.' To the right, under the heading 'Ads by LinkedIn Members', there is an advertisement for 'Assisted Living in WNY' with a small profile picture of an elderly woman and the text 'Experienced Caring Staff and 24-hr Nursing'.

LinkedIn Account Type: Basic Celinda Crego Add Connections

Home Profile Contacts Groups Jobs Inbox 150 Companies News More People Search... Advanced

Add Connections Colleagues Alumni People You May Know View Sent Invitations

### Find past or present classmates

Get connected and never lose touch again. Find the people you know that are not already connected to you on LinkedIn.

Select a school from your profile:

Cornell University, 1975-1979

+ Add another school to your profile and find classmates who are already on LinkedIn.

Ads by LinkedIn Members

Assisted Living in WNY

Experienced Caring Staff and 24-hr Nursing

# Alumni – through Contacts (step 3)

LinkedIn Account Type: Basic ▼ Celinda Crego Add Connections

Home Profile Contacts Groups Jobs Inbox 150 Companies News More

## ALUMNI


Celinda, where are your fellow Cornell University alumni now?

Your school: Cornell University Attended ▼ 1975 to 1979

Where they work...	What they do...	Where they live...
Cornell University 88	Entrepreneur 1160	United States 10549
IBM 75	Information technology 583	Greater New York City Area 2335
Hewlett-Packard 27	Engineering 514	Greater Boston Area 960
Pfizer 22	Administrative 452	Washington D.C. Metro Area 730
AT&T 21	Finance 436	San Francisco Bay Area 686


show more... show more... show more...

11,188 alumni found  show alumni with no graduation year listed



**Morey Bidjarano** 2nd  
Forecast / Data / Reports Analyst Professional  
Greater San Diego Area

1 shared connection



**Lawrence Currie** 2nd  
Interim Library Director at Samuel Merritt University  
San Francisco Bay Area


1 shared connection

# How to use “Alumni”

## Version 2 – People Search

- Use Advanced people search
- In People Search
- Click on “Advanced” (link next to search box)
- Type in name of school
- Click on Search
- Can save this search for regular updates

# Alumni – through People Search (Step 1)

LinkedIn  Account Type: Basic ▼ Celinda Crego [Add Connections](#)

Home Profile Contacts Groups Jobs Inbox **150** Companies News More  [People](#) [Advanced](#)

[Find People](#) **Advanced People Search** [Reference Search](#) [Saved Searches](#)

**Keywords:**

**First Name:**

**Last Name:**

**Location:** Located in or near:

**Country:**

**Postal Code:**  [Lookup](#)

**Within:**

**Title:**

**Company:**

**School:**

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**Industries:**

- All Industries
- Accounting
- Airlines/Aviation
- Alternative Dispute Resolution
- Alternative Medicine

**Groups:**


- All LinkedIn Members
- Cornell University Alumni Network
- Job & Career Network USA East
- Institute of Food Technologists (IFT)
- Job & Career Network USA

**Seniority Level:**

- All Seniority Levels
- Manager
- Owner
- Partner
- CXO
- VP
- Director
- Senior
- Entry
- Students & Interns
- Volunteer

**Premium Search**

Find the right people in half the time




**Premium Search Tools:**

- Premium filters
- Automatic search alerts
- Full profile access

[or Learn more](#)

# Alumni – through People Search (Step 2)

LinkedIn  Account Type: Basic ▼ Celinda Crego [Add Connections](#)

Home Profile Contacts Groups Jobs Inbox 150 Companies News More  [Advanced](#)

**Find People** [Advanced People Search](#) [Reference Search](#) [Saved Searches](#)

**Search**

Keywords:

First Name:

Last Name:

Title:

Current or past

Company:

Current or past

School:


Location:  
Located in or near:

Country:

Postal Code:  
 [Lookup](#)

Within:

Sort by: [Relevance](#) View: [Expanded](#) 108,384 results [Save](#)




**Richard Cerny** 1st

**VP Sales & Marketing at Craftmaster Flavor Technology, Inc.**

Greater New York City Area | Food & Beverages  
363 connections | 1 recommendation

Current: [VP Sales & Marketing at Craftmaster Flavor Technology, more...](#)  
Past: [Vice-President Sales & Marketing at Flavor Materials more...](#)

In Common: [▶ 9 shared connections](#) [▶ 1 shared group](#)




**Jordan Schell-Lambert** 1st

**IT Strategic Projects director and consultant**

Albany, New York Area | Information Technology and Services  
184 connections | 3 recommendations

Current: [Strategy Consultant at New York State - Office for more...](#)  
Past: [Consultant at Hewlett-Packard, Independent Consultant at more...](#)

In Common: [▶ 2 shared connections](#) [▶ 1 shared group](#)



**Jeffrey Berg** 1st

**Director Emeritus, PRTM Management Consultants**


Greater New York City Area | Management Consulting  
500+ connections

Current: [Chair, Capital Campaign Steering Committee at more...](#)  
Past: [Family Friends of Scouting \(FOS\), Council Chair at more...](#)

In Common: [▶ 2 shared connections](#) [▶ 2 shared groups](#)

**Premium Search**

Find the right people in half the time




**Premium Search Tools:**

- Premium filters
- Automatic search alerts
- Full profile access

[Upgrade](#)

[or Learn more](#)

**Assisted Living Facility**



Apt-Style Housing with Supportive Services by Well-Trained Staff.

# Join Your Alumni Group



JOIN YOUR ALUMNI GROUP

Share ideas, find opportunities and get back in touch.

[Find Group »](#)

LinkedIn Account Type: Basic

▼ Celinda Crego [Add Connections](#)

[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) **150** [Companies](#) [News](#) [More](#)

Groups Search...



Search Groups

Cornell University

Alumni Group

Choose...

[Search](#)

## Create a Group

LinkedIn Groups can help you stay informed and keep in touch with people that share your interests. Create a group today.

[Create a Group](#)

Search Results (173)



### Cornell University Alumni Network

Welcome to the Cornell Alumni group! The group is run by the Cornell Entrepreneur Network, ([cen.cornell.edu](http://cen.cornell.edu)) which is the university's nationwide business networking program. You must have Cornell University listed under education in your profile in order to be a part of this group.

Yesterday's Activity: [Discussions \(7\)](#) [Jobs \(3\)](#)

Owner: [Keith Hannon](#) | 30,694 members | [Share](#)

[Similar groups »](#)

**Already a member**



### Cornell University Job Connection

This is a group for all Cornell Alumni, faculty and current students to expand their professional network. Please include your lifetime Cornell email address when requesting to join the group.

Yesterday's Activity: [Discussions \(1\)](#) [Jobs \(3\)](#)

Owner: [Robert Lewis](#) | 11,322 members | [Share](#)

[Similar groups »](#)

**Already a member**



### Alumni of the Ivy League

Alumni and students of the Ivy League Universities. Brown, Columbia, Cornell, Dartmouth, Harvard, Princeton, University of Pennsylvania (Penn) and Yale. Oxford, Cambridge, MIT,

[Similar groups »](#)

[Join Group](#)

# Rearrange Sections of your Profile

- Change the Order of your profile sections to emphasize certain sections
- Click on Profile, then “Edit My Profile”
- Hover Mouse over icon to left of section to move
- Drag to Rearrange Profile sections
  - Click and hold down left mouse; drag to area where you want it to appear
  - Release your left mouse button to drop into place
- Your changes will be automatically saved
- Sections can not go above the blue box on the Profile

# Your Profile : Adding Positions

- Click *Profile* at the top of your home page.
- Scroll down to the *Experience* section and click the *Add a position* link.
- Fully type in your *Company Name* and look for your company's information in the list.
- If your company's name and information appears, select it from the list.
- If your company's information is incorrect, move your cursor and click outside the *Company Name* field. (There could be another company with the same name in the list.)
- If your company's name and information doesn't appear, go to the next step.
- Enter the remaining fields.
- Click *Save Changes*.

# Your Profile : Changing a Position

- Click *Profile* at the top of your home page.
- Scroll down to the *Experience* section and find the position.
- Click *Edit* and make your changes.
- Click *Update*.

# Your Profile : Removing a position

- Click *Profile* at the top of your home page.
- Scroll down to the *Experience* section and find the position.
- Click *Edit*.
- Click the *Remove this position* link under *Update*.









# Your Profile : Changing the Order of Positions on Your Profile

- You can change the order of any **positions you currently hold** on the [Edit Profile](#) page.
- Click *Profile* at the top of your home page.
- Scroll down to the Experience section.
- Move your cursor over a current position.
- Click and drag the position to a spot above or below another current position.
- **NOTE:** All of your previous positions are shown in chronological order under your current positions. The display order of these positions cannot be changed.

# Applications: Addition

- From the *More* menu at the top of your home page, click [Get More Applications](#).
- Click an application icon for more information.
- Choose your display options - "Display on my profile" and/or "Display on LinkedIn homepage".
- Click *Add application* and complete prompted steps
- You can have a total of 15 modules and/or applications on your profile and 12 on your home page. A message bar will appear at the top of the page if you need to remove an application before adding another.

# Sample Applications

	<p><b>Reading List by Amazon</b> by Amazon</p> <p>Extend your professional profile by sharing the books you're reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.</p>		<p><b>Box.net Files</b> by Box.net</p> <p>Add the Box.net Files application to manage all your important files online. Box.net lets you share content on your profile, and collaborate with friends and colleagues.</p>
	<p><b>WordPress</b> by WordPress</p> <p>Connect your virtual lives with the WordPress LinkedIn Application. With the WordPress App, you can sync your WordPress blog posts with your LinkedIn profile, keeping everyone you know in the know.</p>		<p><b>Huddle Workspaces</b> by Huddle.net</p> <p><b>Huddle</b> gives you private, secure online workspaces packed with simple yet powerful project, collaboration and sharing tools for working with your connections.</p>
	<p><b>Legal Updates</b> by JD Supra</p> <p>Get legal news that matters to you and your business. (Lawyers, upload your articles and other content. Be found for your expertise on LinkedIn.)</p>		<p><b>Google Presentations</b> by Google</p> <p>Present yourself and your work. Upload a .PPT or use Google's online application to embed a presentation on your profile.</p>
	<p><b>Projects and Teampaces</b> by Manymoon</p> <p>Manymoon makes it simple to Get Work Done with your LinkedIn connections. Share and track unlimited tasks, projects, documents and Google Apps - for free!</p>		<p><b>Blog Link</b> by SixApart</p> <p>With <b>Blog Link</b>, you can get the most of your LinkedIn relationships by connecting your blog to your LinkedIn profile. Blog Link helps you, and your professional network, stay connected.</p>

# More Sample Applications



## Tweets

by LinkedIn

Access the most important parts of the professional conversation with Tweets, a Twitter client you can use right on LinkedIn.



## Real Estate Pro

by Rofo

Access your local real estate and office space market. Follow active brokers, agents and professionals. Track new property listings and available spaces and stay informed of completed deals in your area.



## Events

by LinkedIn

Find professional events, from conferences to local meet-ups, and discover what events your connections are attending.



## SlideShare Presentations

by SlideShare Inc

SlideShare is the best way to share presentations on LinkedIn! You can upload & display your own presentations, check out presentations from your colleagues, and find experts within your network.



## Portfolio Display

by Behance

Showcase your creative work in your LinkedIn Profile with the Creative Portfolio Display application. Free, easy to manage, and supports unlimited multimedia content.



## My Travel

by TripIt, Inc.

See where your LinkedIn network is traveling and when you will be in the same city as your colleagues. Share your upcoming trips, current location, and travel stats with your network.



## Lawyer Ratings

by LexisNexis Martindale-Hubbell

Are you a Legal Professional? Showcase your Martindale-Hubbell® Peer Review Ratings™ and Client Review Ratings™ to further validate your stated credentials and help you make the right connections.



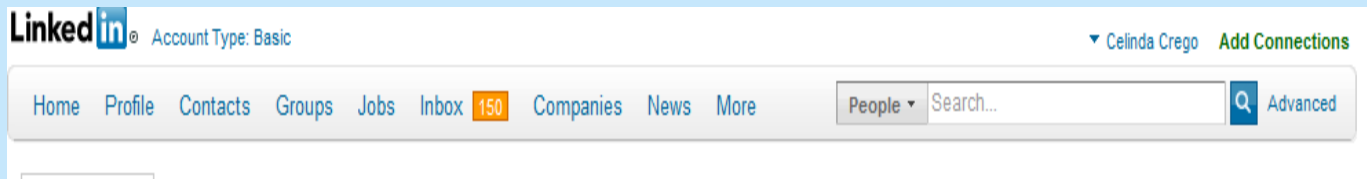
## Polls

by LinkedIn

The Polls application allows you to collect actionable data from your connections and the professional audience on LinkedIn.

# Applications

- You can see a full list and description of all available LinkedIn apps from the [Applications](#) page. Or, click **More** near the top of your home page, and then click **Get More Applications**



- Applications are added to your homepage and profile enabling you to control who gets access to what information.