**Setting Up Your LinkedIn Profile**

Tips, Tricks, and a Handy How-To for Making the Most Out of Your Account

**Why does having a quality LinkedIn profile matter to you?**

Consider your online profile to be like a smile; It is often the first thing that people notice about you before you have had the chance to meet in person. Developing a strong digital persona is an important part of maintaining your professional persona. LinkedIn is a wonderful resource to raise your visibility, give you credibility within your role, and establish yourself as an industry expert.

Creating Your LinkedIn Profile

1. Navigate to [www.linkedin.com](http://www.linkedin.com) in your search browser.
2. Click “Join now” in the upper right-hand corner of the screen.
3. Input the email address you wish to link to your new account in the “Email” box.
4. Input your desired password in the “Password (6+ characters)” box.
5. Click the blue “Agree & Join” button.
6. On the next screen, input your name into the respective “First name” and “Last name” boxes and click the blue “Continue” button to move forward.
7. Input your “County/Region”, “Postal code”, and “Location within this area” into the respective boxes and click the blue “Next” button to continue.
8. Start by inputting your “Most recent job title” in the first box, once you finish two additional boxes will appear to allow you to select your “Employment type” from the dropdown menu and find your “Most recent company” in the list of organizations. IPFS is listed as “Imperial PFS” in this selection. Click the blue “Continue” button to move forward.
9. LinkedIn will prompt you to confirm your email address by sending you a six-digit PIN. You can either manually input the code into your screen or click through from the “verify” button inside the content of the email.
10. You will be prompted to answer a question (or series of questions, depending on your response). Navigate through those to reach the next step.
11. LinkedIn will suggest that you connect with members of our community through the “Connecting with people lets you see updates and keep in touch” section. Networking is an integral part of your success on this platform, do not feel shy about the opportunity to connect with your team members and other IPFS associates.
12. Select your profile photo by clicking the blue “Add photo” button on the screen.
13. Use the QR code reader to download the LinkedIn app onto your IPFS-sponsored device. Utilizing the app on your phone will help you to seamlessly network with members of our industry while you’re at tradeshows and events. Click the blue “Next” button when you are finished to move on.
14. The next section will guide you through resources, tools, and potential networking opportunities to build your LinkedIn presence and get you started on the platform. These are optional. Click the blue “Finish” button at the bottom right-hand side of your screen when you are comfortable with your selections.
15. Now that your LinkedIn profile is complete, you’re ready to start engaging with your online community.