

Student LinkedIn Practical

Connect the World's Professionals to make them more Productive and Successful.



SEARCH

LinkedIn has a very powerful search engine, which allows 'Boolean Search'. 'Boolean Search' allows you to combine words and phrases using the words AND, OR, NOT to limit, widen or define your search.

AND is equal to the + symbol

NOT is equal to the - symbol

OR will return all the search terms you enter

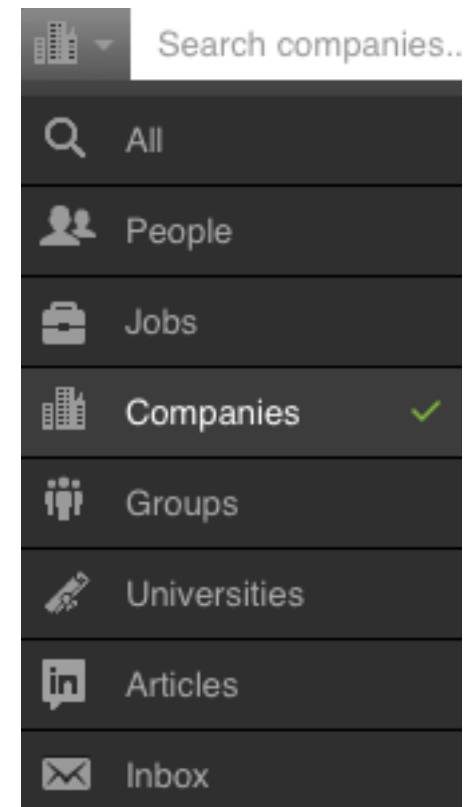
EXERCISE 1

From the drop down beside the search bar, select companies.

Search for the following term: College AND Birmingham

This will return all colleges in and around Birmingham, including USA

Refine the search by selecting United Kingdom in the location selector down the left hand menu items.



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EXERCISE 2

- A. Search term: Automotive AND Birmingham
- B. Refine search: location to United Kingdom only
- C. Find Red Rock Consultants on the list click on their name to go to their company page and click follow
- D. Expand the summary field by clicking [...see more](#)
- E. Find their website listed in their summary
- F. View all employees on LinkedIn by clicking on [...see all](#)

The screenshot shows the LinkedIn profile of Red Rock Consultants Ltd. The header includes the company logo (a red square with 'REDROCK CONSULTANTS' in white), the company name 'Red Rock Consultants Ltd', and '123 followers' with a yellow 'Follow' button. Below the header is a 'Home' tab. The main content area has a description: 'Red Rock Consultants Ltd is a recruitment organisation specialising in seven main sectors placing professional and qualified candidates on contract, permanent and temporary assignments within:' followed by a '... see more' link. To the right, the 'How You're Connected' section shows four profile pictures with '2nd' degree labels, '7 second-degree connections', and '10 Employees on LinkedIn', with a 'See all' link. The 'Recent Updates' section at the bottom shows a post from 'Red Rock Consultants Ltd' about 'Part Time Outbound Call Centre Operatives'.

Red Rock Consultants Ltd 123 followers [Follow](#)

[Home](#)

Red Rock Consultants Ltd is a recruitment organisation specialising in seven main sectors placing professional and qualified candidates on contract, permanent and temporary assignments within:

[... see more](#)

How You're Connected

2nd 2nd 2nd 2nd

7 second-degree connections

10 Employees on LinkedIn [See all](#)

Recent Updates

Red Rock Consultants Ltd Part Time Outbound Call Centre Operatives required within the Solihull/Shirley area, NO EXPERIENCE REQUIRED! Looking for individuals with an excellent telephone manner, a bright bubbly outgoing personality and can achieve sales targets! Please send a... more

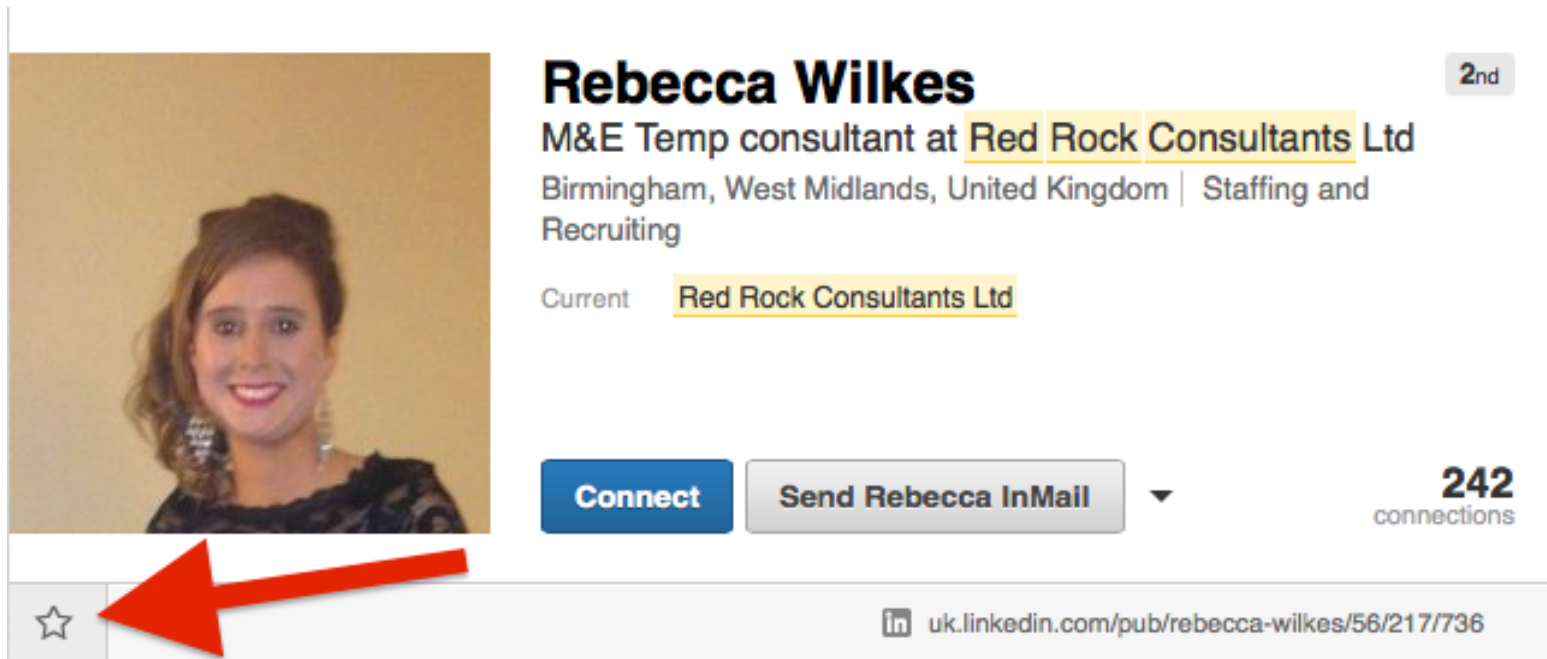
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EXERCISE 2 continued

- G. Find Rebecca Wilkes on the list of employees
- H. Click through to her profile by clicking her name
- I. Click the STAR underneath her photo to save her to your LinkedIn contacts



The screenshot shows the LinkedIn profile of Rebecca Wilkes. On the left is her profile picture. To the right, her name 'Rebecca Wilkes' is displayed in large bold text, with a '2nd' degree badge. Below her name, it says 'M&E Temp consultant at Red Rock Consultants Ltd', with 'Red Rock Consultants Ltd' highlighted in yellow. Further down, it lists 'Birmingham, West Midlands, United Kingdom | Staffing and Recruiting' and 'Current Red Rock Consultants Ltd', with the company name also highlighted in yellow. At the bottom of the profile section are two buttons: 'Connect' and 'Send Rebecca InMail'. To the right of these buttons, it shows '242 connections'. At the very bottom of the profile card, there is a star icon on the left and a URL 'uk.linkedin.com/pub/rebecca-wilkes/56/217/736' on the right. A large red arrow points from the bottom left towards the star icon.

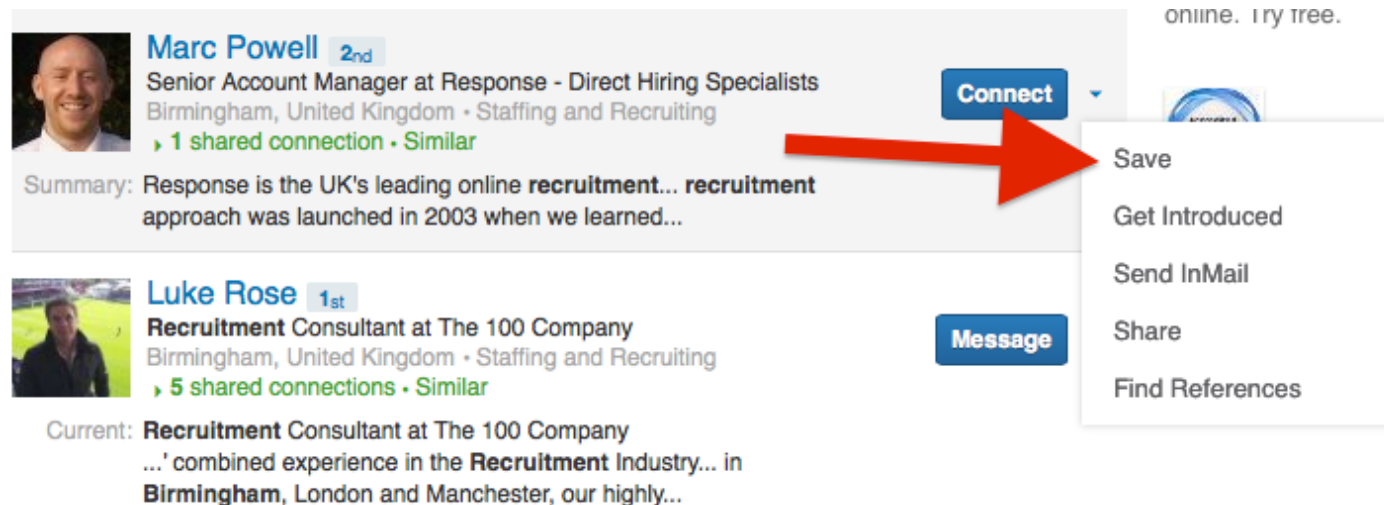
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EXERCISE 3

- A. The drop down for search to be set to ALL
- B. Search term: Recruitment AND Birmingham
- C. Refine search: Location Birmingham UK
- D. Refine search: People only
- E. Refine search: Staffing and Recruiting under Industry drop down
- F. Once you can see someone you might like to investigate further and connect to, hover over the small drop down arrow far right and save them to your LinkedIn contacts



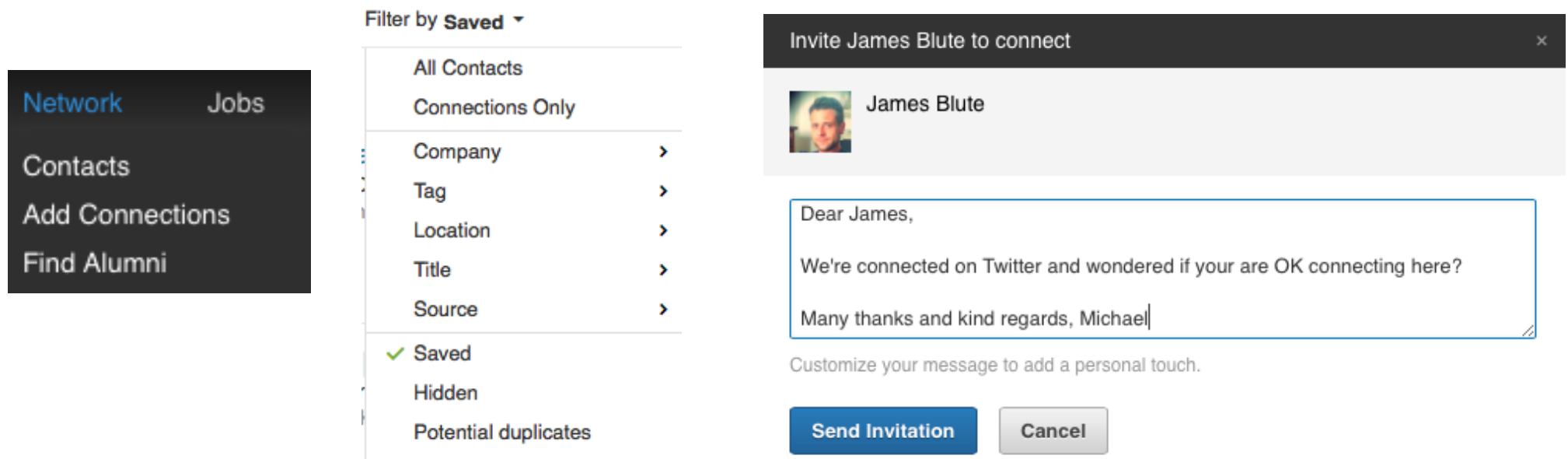
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EXERCISE 4

- A. From the top menu, hover over 'Network' and select 'Contacts' to go to your contacts section
- B. From the filter options drop down, select 'Saved'
- C. All the contacts you save will be shown here and now you can decide to 'Tag' them look at their profile in detail to see if they are a connection you would like and then send them a personalised invite directly from within your contacts section. Remember by doing it this way you don't need to select how you know each other.



The screenshot displays the LinkedIn interface. On the left, the 'Network' menu is open, showing options: 'Network', 'Jobs', 'Contacts', 'Add Connections', and 'Find Alumni'. The 'Contacts' option is highlighted. To the right, the 'Filter by Saved' dropdown menu is open, showing options: 'All Contacts', 'Connections Only', 'Company', 'Tag', 'Location', 'Title', 'Source', 'Saved' (with a green checkmark), 'Hidden', and 'Potential duplicates'. Further right, the 'Invite James Blute to connect' dialog box is open. It shows a profile picture of James Blute and his name. Below this, there is a text input field containing the message: 'Dear James, We're connected on Twitter and wondered if your are OK connecting here? Many thanks and kind regards, Michael'. At the bottom of the dialog box, there are two buttons: 'Send Invitation' and 'Cancel'.