



SOCIETY OF ACTUARIES

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Five Easy Steps To Get Started On LinkedIn

This “how-to guide” was the collaborative effort of J. Eddie Smith, IV, FSA, MAAA and other members of the Technology Section LinkedIn group and is reprinted with permission from the January 2011 issue of *CompAct*.

In a recent press release, LinkedIn reports that it now has more than 85 million members and adds a new member approximately every second. You can use this guide to set up a free LinkedIn account in five easy steps. Creating an account takes less than a minute of your time, and will give you access to discussion groups and other resources.

STEP 1 - SIGN UP

Go to <http://www.linkedin.com>. On the right side of the home page, you’ll see a blue “Join LinkedIn Today” banner. Enter your name and e-mail address and click the green “Join Now” button.

Next, you’ll be asked to enter just a few simple employment details (things like employer, job title, and industry). You can enter your complete employment history (which helps find and link to contacts), but that is not required.

STEP 2 - CONNECT

Once in, LinkedIn will suggest connections in three ways. All of these steps are optional and can be easily skipped:

Using your contacts in Gmail, Yahoo, etc. Be careful to follow the directions with this option, since it is easy to mistakenly send invites to all of your contacts.

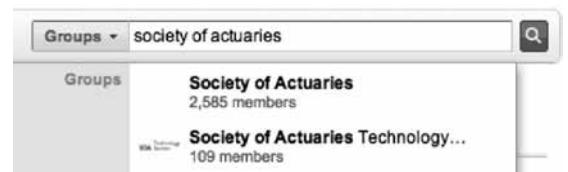
Using your employer and job title, LinkedIn will suggest connecting with colleagues that are already on LinkedIn.

You can easily search LinkedIn for people by name using the ever-present search field at the top of all LinkedIn pages.

STEP 3 - JOIN A GROUP

You can browse groups using the “Groups” menu at the top of every LinkedIn page. If you know all or part of

the name of a group you’d like to join, the fastest way to join is by searching for the group. The search field at the top of every LinkedIn page will search not only people but LinkedIn groups as well.



For example, start typing “Society of Actuaries ...” and you’ll see a drop list populate with matches. A good choice for your first group is the “Society of Actuaries Technology Section” group.

Simply choose the group you’re interested in, and click the “Join Group” on the group home page. The group owner will notify you when your access has been granted.

STEP 4 - ENHANCE YOUR PROFILE

You can see and edit your LinkedIn profile at any time by clicking on the Profile menu at the top of any LinkedIn page. Your profile is like a digital resume. You can put as much or as little on it as you like.

STEP 5 - PARTICIPATE (OPTIONAL)

There are several key ways you can interact with others on LinkedIn:

Posting “status updates” and questions on your profile. Asking and responding to questions within your groups. Messaging other LinkedIn members (like e-mail).

A NOTE ABOUT PRIVACY

LinkedIn is secure and respects privacy. Their privacy policy can be found at http://www.linkedin.com/static?key=privacy_policy. Your information is shared within the group and of course anything you post can be reproduced, therefore we recommend that you treat your posts as you would treat open e-mails. ■