



## Introduction to LinkedIn Job Networking Web Site

**Overview:** This class will introduce students to the LinkedIn (pronounced Linked-In) professional networking web site. This site is designed to assist anyone in building a network of trusted professional contacts throughout the business world – no matter what your career or job status.

**Student Skill Level:** Intermediate/Advanced

### Requirements

- Active Email account (to create a LinkedIn account)
- Good mouse skills (ability to move the mouse on the computer screen and click or double click as required with minimal assistance)
- Familiarity with Internet (frequent use of browsing web pages, clicking links)

**Length:** 3 hours (including 10 minute break)

### Objectives

- Social Networking and Job Searching: What's the big deal?
  - Importance in today's economic market
- Define: What is LinkedIn?
  - View a partial profile
- Create LinkedIn Profile (optional)
  - LinkedIn Features
    - Manage Profile
    - Build Connections
    - Join Groups
    - Find Jobs
    - Gain Industry Insight (Q&A with colleagues)



## Social Networking and Job Searching

So what's the big deal with social networking (online) and job searching? Well, there are a myriad of ways to meet people and find common interests – not just socially, either. It's very normal to talk about work or the job search, so why not share some professional interests online? It makes sense.

Currently, the biggest social networking site is **Facebook**. **Twitter** is also quite popular, and quite different. However, they are both web sites devoted to communication and “personal” access. Many celebrities have both Facebook and Twitter sites, and many of them actually use them from time to time (as opposed to having administrators).

Of course, celebrities are not the only ones on Facebook or Twitter – millions upon millions of people use these sites daily to keep up with family and friends, share information, play games, “write” on “walls” on the sites, and other things.

So what does this have to do with **LinkedIn**? I'm glad you asked.

**LinkedIn** started in 2003 as a **business-oriented** networking site. It focuses on **connecting people in professions**, rather than just in a social way. Many companies are looking for prospective employees to have LinkedIn profiles, and it can be another way to “meet” people in the job you'd like to do.

**Business** and **industry** are the priorities on LinkedIn – not games or other things. It's been described as “Facebook for grownups,” because of its single-minded focus on job networking and contacts. It is an excellent way for people to “put their best foot forward” online and start making connections that could lead to employment opportunities.

## Economic Outlook: Unemployment Numbers

According to the Bureau of Labor Statistics, the unemployment rate is at about **3.5% as of the end of September 2022 – 5.8 million people** over 16 looking for work. The BLS defines “unemployed” as “people who are jobless, looking for jobs, and available for work” (BLS, How the Government Measures Unemployment, 2009). Notice this number doesn't count the number of people currently working part time who are trying to find full time work.

In summary, there are many, many people looking for work these days, even more than the unemployment rate suggests. It is a priority for you, the job seeker, to make yourself stand out in this climate. There are multiple ways to do this, and you should not overlook the opportunity LinkedIn provides. Creating a profile is easy (especially if you have an up-to-date resume handy!) and allows you to start managing your online presence or “personality.” It doesn't matter what industry you're interested in, LinkedIn can help introduce you to other like-minded professionals!



Grant Cochrane freedigitalphotos.net

### What is LinkedIn? How do I find a profile?

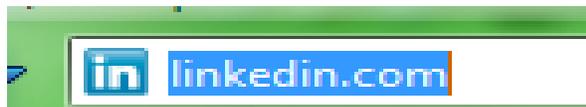
LinkedIn has about 810 million members with over 185 million in the US alone. This includes executives from all Fortune 500 companies. There are over 57 million companies listed on LinkedIn, with more than 15 million open job listings. LinkedIn is arguably the world’s largest gathering of decision-makers and professionals. According to the platform, 4 out of 5 LinkedIn members drive business decisions in some form. (Aslam, 2022)

Using LinkedIn is easy. Open the Internet (double click the icon)



Google Chrome

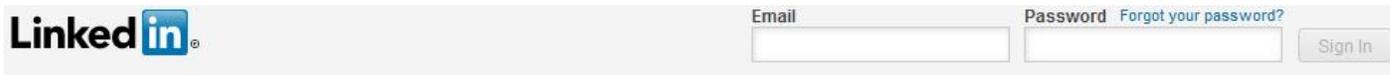
Type **linkedin.com** in the address bar



Press the **Enter** key on your keyboard.



Here is part of the LinkedIn home page:



## Be great at what you do.



*"I make my living through the relationships garnered utilizing LinkedIn."*

Kevin L. Nichols – Principal at KLN Consulting Group

### Get started – it’s free.

Registration takes less than 2 minutes.

First Name

Last Name

Email

Password (6 or more characters)

**Join Now**

By clicking "Join Now" or using LinkedIn, you agree to our [User Agreement](#) and [Privacy Policy](#).

To get a feel for this site, let's take a look at its directory. We can type in a particular name (if we know there is a profile for that person), or we could browse by member directory or country.

Find a colleague:

LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#) | [Browse members by country](#)

[Help Center](#) | [About](#) | [Blog](#) | [Careers](#) | [Advertising](#) | [Recruiting Solutions](#) | [Tools](#) | [Mobile](#) | [Developers](#) | [Publishers](#) | [Language](#)

[LinkedIn Updates](#) | [LinkedIn Answers](#) | [LinkedIn Jobs](#) | [Jobs Directory](#) | [Company Directory](#) | [Events Directory](#) | [Groups Directory](#) | [Skills Directory](#)

[Service Provider Directory](#) | [Title Directory](#)

Kara S has a profile on LinkedIn. Type her name into the search box. Remember to use the **Tab** key on the keyboard to move from first to last name and click the **Go** button.

Search for someone by name:

LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#) | [Browse members by country](#)

This is the brief profile you'll see if you have a LinkedIn profile. This is the information that will be available to others if YOU decide to sign up. The idea is to be able to put out professional information that could help you network with other professionals or land a job.

LinkedIn

Join To

 **Kara S**  
 Librarian  
 Buffalo/Niagara, New York Area | Libraries

#### Name Search:

Search for people you know from over 225 million professionals already on LinkedIn.

First Name  Last Name

Example: **Kara Stock**

This is a preview of Kara S profile. To view Kara's full profile, join LinkedIn - it's free!

First name  Last name

Email address

Password

By joining LinkedIn, I accept LinkedIn's [User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#)

#### Viewers of this profile also viewed...

-  **Andy A**  
Librarian/Trainer at Buffalo & Erie...
-  **Melissa C**  
Librarian II / Sunday Manager
-  **Carol B**  
Chief Operating Officer: Buffalo and...
-  **Becca B**  
Reference and Instruction Librarian at...
-  **Beth L**  
Librarian
-  **Michelle S**  
Social Media Marketer and Collection...
-  **Mark M**  
Director of Library Services, Monroe...
-  **Kimberly F**  
Librarian I at Buffalo & Erie County...
-  **Sharon W**

Kara S Overview

Connections **96** connections

Kara S Skills & Expertise

Collection Development | Budgets | Library Instruction | Information Literacy  
 Library Management | Grants | Research | Editing | Books | Interlibrary Loan

View Kara S full profile to...

## Create a LinkedIn Profile

Click on the LinkedIn logo at the top of the page.  
This will take you back to the home page.



Fill in your first and last name, along with an **active email address** (you need to be able to access your account **today** to finalize your new LinkedIn account).

Fill in a password for your new LinkedIn account. This does not have to be the same as your email password. Please note that the password must be between 6 and 16 characters long (no spaces).

### Get started – it's free.

Registration takes less than 2 minutes.

First Name

Last Name

Email

Password (6 or more characters)

Click the **Join Now** button.

**Join Now**

By clicking "Join Now" or using LinkedIn, you agree to our [User Agreement](#) and [Privacy Policy](#).

Depending on your current employment status certain parameters change. For example, if you are currently **employed**, you see the following forms to fill; Company, Title, Country, and Zip Code.

I am currently:

\* Company:

\* Job Title:

\* Country:

\* ZIP Code:

e.g. 94043 (Only your region will be public, not your ZIP code)

However, if you are currently **looking for work**, your options change to: Industry, Country and Zip Code.

“Industry” is a very broad concept that helps you narrow down potential interests and abilities. Choosing an industry also allows LinkedIn to further assist you in meeting professionals who may be able to help you land a job.

Tip: Choose an industry you are interested in obtaining work, not necessarily the industry you are coming from. For example, if you were a clerk and want to be a mechanic, you should choose the “automotive” industry rather than the “administrative” industry.

I am currently:

\* Industry:

\* Country:

\* ZIP Code:

e.g. 94043 (Only your region will be public, not your ZIP code)

Once you’ve filled in the appropriate boxes, click the **Continue** button.



The next step in setting up your account is locating contacts. LinkedIn helps you find other users by searching through your **email** contacts **first**. If you’d rather search for contacts **later**, you can also click **Skip this Step**.

Searching your email contacts is the easiest way to find people you already know on LinkedIn.

**YAHOO!**
 Windows Live Hotmail
  Gmail
  AOL
  Other

Login to Yahoo!

You will be taken to **Yahoo!** to enter your username and password. We won't contact anyone without your permission.

[Skip this step »](#)

Before you can begin using all the features LinkedIn offers, you need to verify that you are a real person (not a computer program) by **confirming** your email.

### Confirm Your Email Address

A confirmation email has been sent to **Your email**. Click on the confirmation link in the email to activate your account.

Click on the confirmation link in the email to activate your account.

**Sign in to your email and check your Inbox.**  
You should have a message from **LinkedIn**.

It should look similar to this.

Click once on the **Click Here** link in order to confirm your email address and account.

**To:** Your email

**Subject:** Please confirm your email address

---

**LinkedIn**

[Click here](#) to confirm your email address.

If the above link does not work, you can paste the fr

After you've clicked **Confirm**, you will be prompted to sign in on the LinkedIn page.

Type in your email address (if it's not already there) and your new LinkedIn password. Click the **Sign In** button.

Email address:

Password:

## LinkedIn Features

With LinkedIn you may:

- Edit your Profile
- Network: Find and be introduced to potential clients/subject experts
- Find jobs
- Join Groups: Engage in discussions related to your field



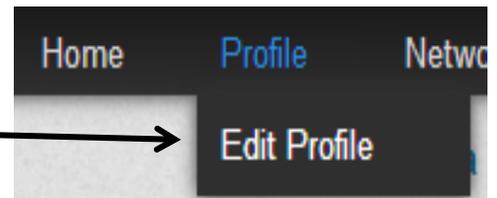
## Customize your Profile

When you first signed up you were required to enter basic information relating to your employment status and geographic location. Don't stop there. You want to put your best face forward, so beef up your profile with educational background, employment history as well as a profile picture.

This profile should reflect your most current resume.

To edit your profile, from the home page, mouse over the link **Profile**; once you're in the right place on the screen, you'll see options: You can **edit** or **view** your profile, or even make/receive recommendations about/from colleagues.

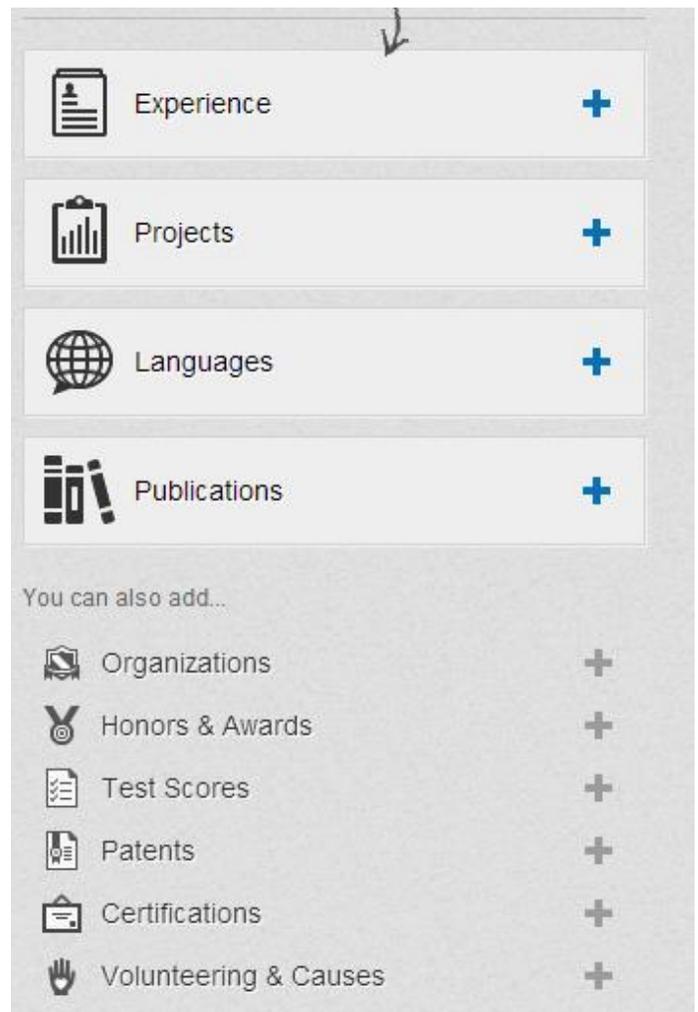
Mouse over Profile  
Click **Edit Profile**



Note: **Profile Organizer** is a service that you may pay for if you wish. It requires an account upgrade, but allows you to track profiles of people important to you, organize them into folders, and add notes and contact information.

From this page you can add various data to your profile – a **picture**, past **work** and **school experience**, summary, specialties, Personal information, **Contact Information**, and other categories.

LinkedIn also enables users to upload a resume, making profile completion a snap!



Remember, this is **your** profile. If we don't have time at the end of class to make it exactly as you want, don't worry, you may sign in to your profile to update it at a later time!

## Top Ten Mistakes People Make on LinkedIn

From the web site: Grow My Company, Christine Pilch mentions some big mistakes:

1. **Unprofessional photo.** LinkedIn is not Facebook. This is not a place where you should have on a baseball cap or be dressed inappropriately for your position. You should be represented exactly as people see you in your day-to-day work environment. If you're a police officer, you should be in uniform, and a banker better be in a suit and tie.
2. **Not using a custom URL.** You can change your URL where it says Public Profile/edit. Use your name, because this is a public link that you can use in marketing materials. Do this now before somebody else takes it.
3. **Incomplete employment history.** Your employment history is a powerful tool for people to find you. It is common for people to search employees of companies they worked for in the past to reconnect with old friends and associates. If you're not there, you can't be found as easily.
4. **Not listing your specific URLs.** Don't be satisfied with the default, "My Company," or "My Blog." By simply dropping down to "Other," you can customize these links to read your company's name. IE, "[Grow My Company](#)."
5. **Using your company email address as your contact email.** Unless you own the company, you should use a personal email address. If you ever leave the company, and no longer have access to that email address, you will lose everything that you've built on LinkedIn.
6. **Not adding your LinkedIn profile address to your email signature.** You've done all this work, flaunt it. Let everybody you email have easy access to the most complete info they could possibly find about you.
7. **No recommendations.** This makes people wonder why nobody has recommended you. Let friends, co-workers, clients, and employers sing your praises. These recommendations are extremely valuable insight for anyone considering hiring you for any reason.
8. **Incomplete educational information.** Like former employment, this is a strategy to be found. People search for people they went to school with. It's an instant bond and common ground.
9. **Neglecting your connections.** A critical key to your network is a robust and diverse list of connections. LinkedIn is built around establishing connections, so you are of little value to the LinkedIn community as a whole if you don't actively and consistently mine connections. This is not something that just happens. They won't come just because you built it. Work it, work it!
10. **Not monitoring the answers component.** Answering and asking intelligent questions provides an opportunity of you to raise awareness of yourself.

<http://growmyco.typepad.com/lawfirm/2008/12/top-10-mistakes-people-make-on-linkedin.html>

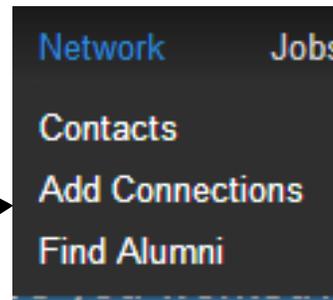
## Add/Build Connections

One of the driving elements of LinkedIn is to **build and maintain** connections in your profession. LinkedIn understands the importance of having a network of colleagues and classmates to help you in your working life.

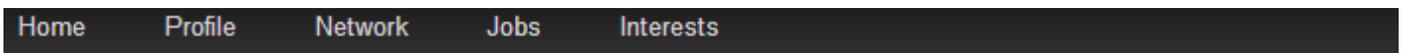
When you first signed up, LinkedIn offered assistance in locating profiles by checking your email contacts. However, what do you do if you don't know anyone personally with an account, or for privacy reasons, did not allow LinkedIn to view your email contacts? LinkedIn helps you by identifying colleagues and classmates you **may** know based on your profile – for example, by considering what company or school you attend (or attended).

To add contacts, mouse over the **Network** link located across the menu bar at the top of the screen. When you mouse over the link you'll have options including Contacts, as well as Find Alumni.

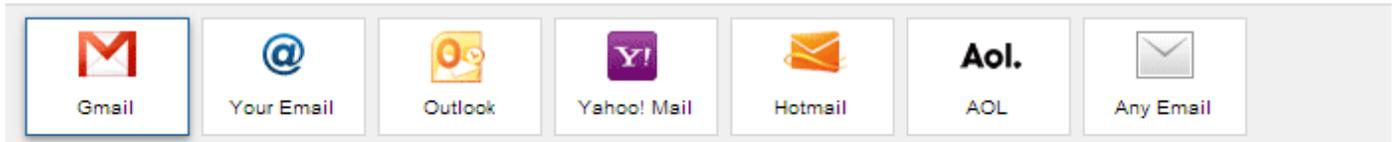
Click **Add Connections** once.



LinkedIn defaults to searching through your email account. They make you put in an email address and then a password. I'm not fond of this method.



## See Who You Already Know on LinkedIn



Get started by adding your email address.

Your email

[Continue](#)

**Your contacts are safe with us!**  
We'll import your address book to suggest connections and help you manage your contacts. And we won't store your password or email anyone without your permission. [Learn More](#)

## Click on **Find Alumni**

**State University of New York at Buffalo**

Share: [in](#) [t](#) [f](#)

Attended  to   Include people with no dates Change school

Where they live	Where they work	What they do
United States 10724	University at Buffalo 216	Engineering 1350
Buffalo/Niagara, New York Area 3740	M&T Bank 58	Education 1316
Greater New York City Area 2235	Citi 42	Research 923
Rochester, New York Area 672	HSBC 40	Sales 866
Washington D.C. Metro Area 365	Buffalo State College 38	Healthcare Services 826

See more  See more  See more

*Click to filter by company*

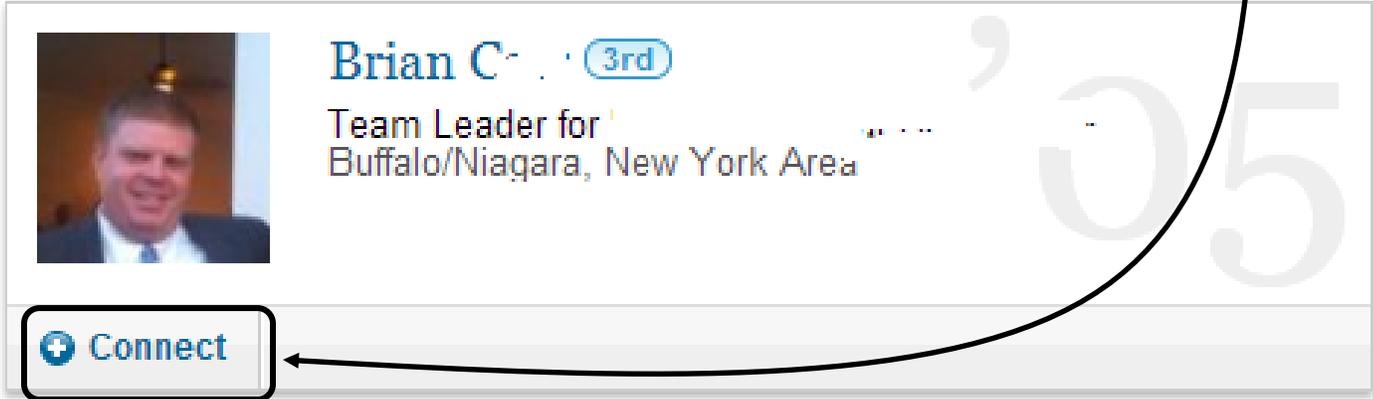
11,621 students & alumni found  Hide my connections

Search profiles

 <b>LinkedIn Member</b> Business Analyst Greater New York City Area '04	 <b>Heather L.</b> (3rd) Senior Advanced Engineer 1-Systems at GDAIS Pittsfield, Massachusetts Area '04
	<a href="#">Connect</a>

Now I can see all of the profiles on LinkedIn that match one of the schools I attended. I can **invite** them to **connect** with me as an alumnus of the college.

When you send invitations, you are allowing others to view **your** complete profile.

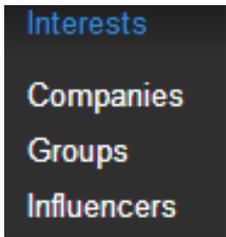


### Groups

Not only can users build connections with other individual users, but you can **join groups** related to your field, or that interest you. With **Groups** you may:

- Quickly discover the most popular discussions in your professional groups.
- Have an active part in determining the top discussions by “liking” and commenting.
- Follow the most influential people in your groups by checking the Top Influencers board or clicking their profile image to see all their group activity.
- See both member-generated discussions and news in one setting.
- Easily browse previews of the last three comments in a discussion.
- Find interesting discussions by seeing who liked a discussion and how many people commented (LinkedIn, Learning Center, Groups).

To find or join a group, simply move your mouse over the **Interests** link at the top of the page. Click **Groups**



I immediately see **Groups I May Like** (from my profile information). If none of these fit me, I can click on the **More** link and search for groups.

Enter keywords in the search box. (I typed in “librarian”)

\*Note: LinkedIn is an International Network; you can also limit your search by Language.



You may further limit your search by category if you'd like.

SEARCH

Advanced >

All  
 **Groups**  
 More...

**Relationship** ▲

All  
 1st Connections (27)  
 2nd Connections (48)  
 3rd + Everyone Else (0)

**Categories** ▲

All  
 Your groups (0)  
 Open groups (25)  
 Members only (23)

**Languages** ▲

All  
 English (48)  
 + Add

Results:

48 results

 **Groups you may like** x



**Colorado Library Consortium**  
 CLIC is an innovative, collaborative-focused organization that empowers libraries and library staff to better serve their ...  
 4 discussions this week · 259 members  
 ▶ 20 in your network · Similar

Join



**International Research: Journal of Library & Information Science**  
 International Research: Journal of Library and Information Science  
 A Biannual Journal Papers are Invited for publication. ...  
 12 discussions this month · 359 members  
 ▶ 7 in your network · Similar

View



**Marketing Public Libraries Think Tank**  
 A public library marketing group dedicated to information and idea sharing.  
 10 discussions this month · 1,948 members

View

Click the **Join** button to get updates and follow group discussions. Remember, just like **Connections**, you need to be approved by the group administrator in order to join. In our example, I would really need no verification. Verification of credentials applies more to alumni groups, rather than professional groups. Each one is different.

Unable to locate a group that interests you? You also have the option to **Create a Group**.

In the **Groups** page click the tab **Create a Group**. By filling in the form, you create a profile for your group. When you are finished click Create a Group.

\* **Group Owner Email:**

\* **Access:**  **Open Access:** Any LinkedIn mem  
 **Request to Join:** Users must requ

Display this group in the Grou  
 Allow group members to displ  
 that I have created this group.

Pre-approve members with the fol

**Language:**

**Location:**  My group is based in a single geog

\* **Agreement:**  Check to confirm you have read an

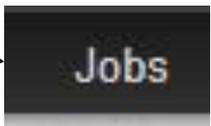
.....

or

## Jobs

One of the most distinguishing elements of the LinkedIn Social Network is its focus on the professional, working world. Through the **Jobs** link we are able to find available jobs.

\*Note: This class will only focus on **Finding Jobs**, as that is the service included in the **free** version. If you wish to **post** a job, you will be *charged a fee*, similar to placing an ad in the newspaper or yellow pages.



Jobs

Search for jobs by either using the **basic** or **advanced** search. **Advanced search** allows you to be specific and limit your search by Date Posted, Experience level, Company Name, Job Title, Industry, Location, and Functions of work.

For this class, let's practice a simple **Advanced job search**.

In the Keyword box, enter your search terms. For example **"mechanic"** (omit quotes)

Select Country (Default **United States**)

If you are looking to stay local, enter zip code. Enter **14094 (Lockport area)**

Click the **Search** button

**Search for jobs**

Job title, keywords, or company name

Country:

Zip code:

Industry:

- All industries
- Accounting
- Airlines/Aviation
- Alternative Dispute Resolution
- Alternative Medicine
- Animation
- Apparel & Fashion
- Architecture & Planning
- Arts and Crafts

Functions:

- All job functions
- Accounting/Auditing
- Administrative
- Advertising

Salary (USD) Premium

- All salary levels
- \$4 Upgrade to Job Seeker Premium
- \$60,000+
- \$80,000+

[More options](#)

There are multiple results for "mechanic" in the Buffalo area. Results list:

Position Title  
Company Name  
Date Posted

Link for connecting with someone you may know (new feature)

	<b>QA/QC Inspectors</b> Black & McDonald Limited Pickering, Ontario (Pickering Area, Toronto Area) · Jul 15, 2013 <a href="#">Similar</a>	<input type="button" value="Save Job"/>
	<b>Project Coordinators</b> Black & McDonald Limited Pickering, Ontario (Pickering Area, Toronto Area) · Jul 15, 2013 <a href="#">Similar</a>	<input type="button" value="Save Job"/>
	<b>R&amp;D Healthcare Applications Engineering Director</b> Praxair Buffalo/Niagara, New York Area · Jul 12, 2013 <a href="#">2 people in your network · Similar</a>	<input type="button" value="Save Job"/>
	<b>Process, Design &amp; Systems Engineer - Chemical, Wastewater, Industrial</b> Confidential Buffalo-NY · Jul 11, 2013 <a href="#">Similar</a>	<input type="button" value="Save Job"/>

Clicking on a job posting shows the complete Job Description and Position Requirements.

## R&D Healthcare Applications Engineering Director

Praxair - Buffalo/Niagara, New York Area



### Job Description

#### **POSITION QUALIFICATION SUMMARY:**

Serving as a vital member of the Healthcare Applications R&D team, the successful candidate will be responsible for identifying new ways to use Praxair's competencies and products to serve the healthcare and medical equipment industries. This position couples technical expertise with industry knowledge to provide leadership in developing new projects and applications from ideation to commercialization. As an Associate R&D Director, you will play a key role in developing, implementing and commercializing a portfolio of new products by leading a talented group of R&D associates. To be successful, you will need to effectively manage multiple programs utilizing Praxair's rapid commercialization process and meeting regulatory requirements as a design specifier of regulated medical products.

#### Additional Information

Posted:	July 12, 2013
Type:	Full-time
Experience:	Director
Functions:	Management
Industries:	Hospital & Health Care, Chemicals
Employer Job ID:	1301070
Job ID:	6416552

[Apply on Company Website](#)

6 people have clicked

### Interested? Click Apply on Company Website

#### People Who Viewed This Job Also Viewed

- [Senior Engineer at IIMAK](#)
- [Corporate Trainer-Specialized Division at Ronco Communications](#)
- [Sales Representative - Buffalo at BG Medical LLC](#)
- [Provider Relations and Contracting Representative at Monroe Plan for Medical Care](#)
- [Zone Sales Leader Designate at PepsiCo](#)
- [Regional Director, Operations Excellence at Fresenius Kabi USA](#)
- [Biomedical Engineering Analyst - 018 at Three Point Solutions Inc.](#)
- [ONCOLOGY COMMUNITY PRODUCT SPECIALIST SPRYCEL/ERBITUX BUFFALO, NY at Bristol-Myers Squibb](#)

## Channels and Influencers

**Channels** are a way to stay informed about things you're interested in. When you "follow" a channel, news, information, and articles appear on your **Home** page on LinkedIn.

**Introducing Channels on the new LinkedIn Today!**  
 Stay informed about the things you're interested in. Follow Channels to get articles from both Influencers and top news sources.

Here are 5 Channels you may like

 <p><b>Big Ideas &amp; Innovation</b> 366,181 followers</p>	 <p><b>Economy</b> 637,049 followers</p>	 <p><b>My Best Career Mistake</b> 183,459 followers</p>	 <p><b>Technology</b> 1,322,982 followers</p>	 <p><b>Customer Service</b> 166,413 followers</p>
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**Influencers** are people at the top of their respective industries. Again, if you "follow" an Influencer, their LinkedIn updates will appear on your **Home** screen. It's instant information!

**Follow Influencers on the new LinkedIn Today!** ✕  
 Get exclusive insights and professional advice from top industry-leading professionals.

Here are 5 Influencers we think you'll like

Previous See Your News

 <p><b>Shane Snow</b> Journalist, Geek, CCO of Contently 13,636 followers</p>	 <p><b>Arianna Huffington</b> President and Editor-in-Chief at... 681,288 followers</p>	 <p><b>Gretchen Rubin</b> Bestselling author; blogger ... 264,710 followers</p>	 <p><b>Dr. Marla Gottschalk</b> Industrial &amp; Organizational... 90,769 followers</p>	 <p><b>Deepak Chopra MD (official)</b> Founder, Chopra Foundation 908,557 followers</p>
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### References

Bureau of Labor Statistics. (2023). How the Government Measures Unemployment. Retrieved from: [http://www.bls.gov/cps/cps\\_htgm.htm#concepts](http://www.bls.gov/cps/cps_htgm.htm#concepts).

LinkedIn. (2011). About Us. Retrieved from: <http://press.linkedin.com/about/>.

LinkedIn. (2011). LinkedIn Learning Center: Groups. Retrieved from: <http://learn.linkedin.com/groups/>.

Aslam, S. (2022). LinkedIn By The Numbers: Stats, Demographics, & Fun Facts. Retrieved from: <https://www.omnicoreagency.com/linkedin-statistics/>.

### Resources

**\*\*These items are available in the NIOGA Library System!\*\***

**\*\*Contact your local library for assistance!\*\***

Author	Title
Crompton, D	Find a job through social networking : use LinkedIn, Twitter, Facebook, blogs, and more to advance your career
Elad, J	LinkedIn for dummies
Martin, G	30 days to social media success : the 30 day results guide to making the most of Twitter, blogging, LinkedIn, and Facebook
Rutledge, P	Using LinkedIn

Edited 2023

Computer Training Program is provided by:



## **NIOGA LIBRARY SYSTEM**

6575 Wheeler Road - Lockport, NY 14094  
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