

SOCIABILITY: SOCIAL MEDIA FOR  
PEOPLE WITH A DISABILITY

# TIPS FOR LINKEDIN



## WHAT IS LINKEDIN?

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LinkedIn is a popular social networking tool that focuses on professional contacts. It allows users to create an online personal résumé, add other people as professional connections, participate in work related discussions, follow the events of various organisations and search for jobs.

## WHY TRY LINKEDIN?

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LinkedIn can be beneficial if you wish to show your résumé to a potential employer and keep in touch with people in your own organisation or others you have worked with. Your connections can also recommend you and you can recommend others. LinkedIn can also be used to search for jobs.

## LINKEDIN FEATURES

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- Profile: this contains information about you, your current role and employer, your education and a summary of your career and professional associations. In essence, your profile is an online résumé.
- Connections: these are people that you have a professional association with such as a colleague or a person that you have met through work. You can send private messages to these connections.
- Groups: you can join groups on LinkedIn to discuss various topics.
- Jobs: there is a limited free job search available.
- Extra features are available to paid members.



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# TIPS FOR LINKEDIN

## GETTING STARTED

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1. **Joining:** Create a LinkedIn account on the website [linkedin.com](https://www.linkedin.com). Locate the heading 'Join Today' and follow the instructions.
2. **Profile:** once a LinkedIn account has been created, select the 'Create My Profile' button and answer the questions such as your employment history and the country you live in.
3. **Verify email address:** LinkedIn will send you an email with a link to verify your email. Clicking on this link will activate your account.

Once you've set up the account you can refine the information by editing your profile, adding professional connections, sending messages to connections, joining discussion groups and searching for a job. There are always new features being added so take the time to look around.

## LINKEDIN ACCESSIBILITY TIPS AND TRICKS

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People with disabilities who use LinkedIn have provided some tips and tricks on how to overcome some of its accessibility issues:

- **Adding connections using Google:** if you find it difficult to use LinkedIn search, do a Google search for a potential contact by using the person's name, country and the word 'LinkedIn' in the search terms. When the link to the LinkedIn profile appears, go to the page and choose 'add to your network'.
- **Identifying the correct connection if you can't see their photo:** when searching for a connection it is likely that the first search results will include the people most closely related to your work or who have a connection in common with you. This can help in figuring out the correct person if your search finds people with the same name.
- **LinkedIn app:** if you have an iPhone, iPod Touch or iPad, consider using the LinkedIn app which works well with Apple's built-in accessibility tools such as the VoiceOver screen reader.

## FURTHER INFORMATION

Additional LinkedIn accessibility resources and step-by-step instructions can be found at:

- The Online Media section of the Media Access Australia website: [mediaaccess.org.au/online-media](https://mediaaccess.org.au/online-media)
- LinkedIn Online Support: [help.linkedin.com/app/utills/auth/callback/%2Fapp%2Fhome](https://help.linkedin.com/app/utills/auth/callback/%2Fapp%2Fhome)
- LinkedIn on Twitter: @LinkedIn

For more information about accessing social media, visit the Media Access Australia website [mediaaccess.org.au](https://mediaaccess.org.au) or follow @mediaaccessaus on Twitter.

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