



Essentials



By Bryan DeLuca

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Topics

- Setting up an Account
- Profile Page Breakdown
- Networking
- Sharing Knowledge
- Finding Work

Setting up an Account

- How many people have a LinkedIn account?
- Setting up an account is easy
 - All you need is an e-mail address

Join LinkedIn | LinkedIn - Windows Internet Explorer

https://www.linkedin.com/reg/join?goback=%2Eimp_*1_*1_*1_*1_*1_*1&stri=hb_join

File Edit View Favorites Tools Help

Join LinkedIn | LinkedIn

LinkedIn

Already on LinkedIn? Sign in

To join LinkedIn, sign up below ... it's free!

First Name:

Last Name:

Email:

New Password:

6 or more characters

Join LinkedIn

Already on LinkedIn? Sign in

* By clicking Join LinkedIn, you are indicating that you have read, understood, and agree to LinkedIn's User Agreement and Privacy Policy

LinkedIn helps you...

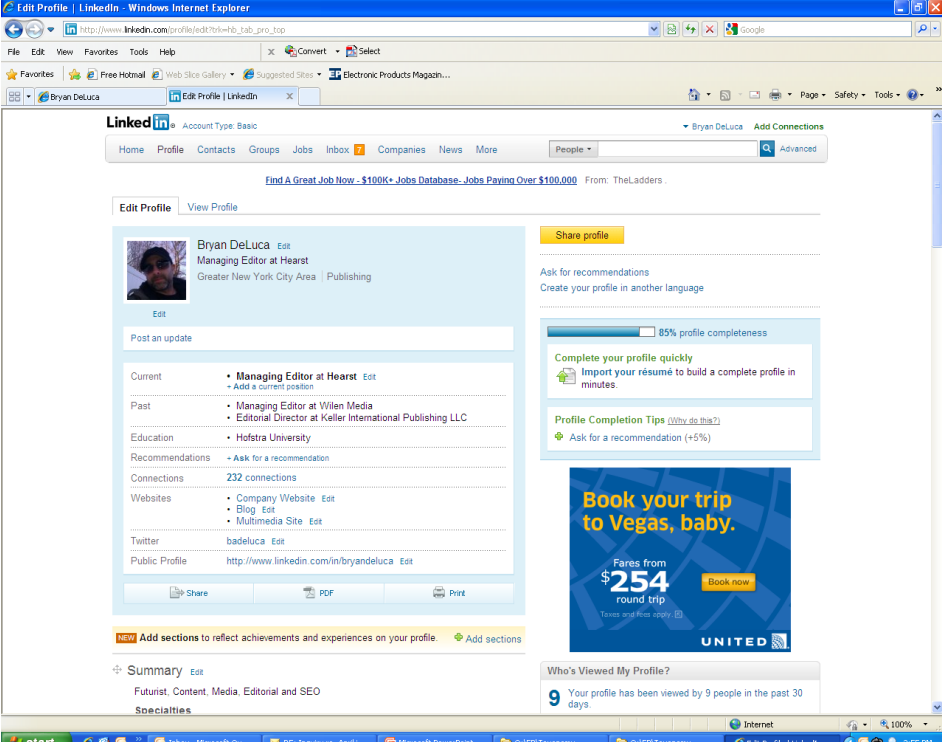
- Establish your professional profile online
- Stay in touch with colleagues and friends
- Find experts, ideas and opportunities

LinkedIn Corporation © 2011 | Commercial use of this site without express authorization is prohibited.

Setting up an Account

- Have your resume ready
 - Post your work history and job experience

- How to Edit
 - Click Profile
 - Edit Profile Tab
 - Click Edit on each section



The screenshot shows a Windows Internet Explorer browser window displaying the LinkedIn 'Edit Profile' page for Bryan DeLuca. The browser's address bar shows the URL 'http://www.linkedin.com/profile/edit?trk=hb_tab_pro_top'. The page header includes the LinkedIn logo, 'Account Type: Basic', and navigation links like 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. A search bar is visible with the text 'Find a Great Job Now - \$100K+ Jobs Database - Jobs Paying Over \$100,000'. The main content area is titled 'Edit Profile' and shows the user's profile information: 'Bryan DeLuca', 'Managing Editor at Hearst', and 'Greater New York City Area'. Below this, there are sections for 'Current' (Managing Editor at Hearst), 'Past' (Managing Editor at Wilen Media, Editorial Director at Keller International Publishing LLC), 'Education' (Hofstra University), 'Recommendations', 'Connections' (232 connections), 'Websites' (Company Website, Blog, Multimedia Site), 'Twitter' (badeluca), and 'Public Profile'. A 'Share' button is present. On the right side, there is a 'Share profile' button, a section for 'Ask for recommendations', and a 'Complete your profile quickly' section with a progress bar at 85% and a 'Profile Completion Tips' section. At the bottom right, there is a 'Book your trip to Vegas, baby.' advertisement for a \$254 round trip. The Windows taskbar at the bottom shows the start button and several open applications including Microsoft Office, Internet Explorer, and various folders.

Profile Page Breakdown

- Photo – This helps people quickly identify you.
 - Tip: Always Choose a Professional Photo

- ☹️ Bad



Edit

Bryan DeLuca [Edit](#)
Managing Editor at Hearst
Greater New York City Area | Publishing

- 😊 Good



Edit

Bryan DeLuca [Edit](#)
Managing Editor at Hearst
Greater New York City Area | Publishing

Profile Page Breakdown

- Summary - Provide an engaging 30-second description that highlights who you are and what you do.
 - 😞 **Bad**: No One, besides your mom, cares that you were the class president in third grade
 - 😊 **Good**: Quick and concise information about what you do for a living

Summary

Futurist, Content, Media, Editorial and SEO

Profile Page Breakdown

- Status – Lets you update other people in your network about what you are up to
 - 😞 **Bad:** No one cares that you need to drop off your dry cleaning
 - 😊 **Good:** Keep your status related to your business and projects you are working on that can be shared publicly

Bryan DeLuca Working on a presentaion about the use of LinkedIn.

3 seconds ago • Like • Comment • See all activity • Post an update



Profile Page Breakdown

- Experience – This is your work history or resume
 - 😊 **Good:** Use clear phrases so even on a quick-scan your accomplishments shine through.
 - 😞 **Bad:** Never give away financial numbers, launch plans, or confidential information from a past or present employer.

Experience

Group Managing Editor


Hearst 

Privately Held; Media Production industry

February 2007 – Present (4 years 4 months)

Group Managing Editor for online and print

Managing Editor

Wilen Media 

Privately Held; Marketing and Advertising industry

2004 – 2007 (3 years)

Writing and editing custom magazines, brochures, marketing and media materials for such companies as Time Warner, Hearst, Kiplinger's, Volkswagen, Cox, Comcast, ALL IN Magazine, etc. Duties included managing project from the initial creative process to completion and supervision of writers, editors, artist and freelancers. Also writing various radio and TV commercials.

Editorial Director

Keller International Publishing LLC 

Privately Held; Publishing industry

1997 – 2004 (7 years)

Editing and writing of more than 2000+ features, case studies, show previews and new product reviews. Complete redesigning of magazines and the creation of new magazines from the ground floor. Design of online buyers' guides and well as consultation of website development. Other responsibilities include supervision of entire editorial staff (Editors, Writers, Translators, Freelance Writers, Art Department, etc.), selection of material, production of magazines, photo editing and selection, producing databanks and buyers' guides, as well as supplements. Magazine responsible for: • Reportero Industrial • World Industrial Reporter • Laboratorio y Análisis • Industria del Empaque • Petróleo Internacional • Agricultura de las Américas • Aftermarket International • Aftermarket International en Español • Foodservice Yearbook International • FYI Directorio Anual de la Gastronomía • Global Foodservice • Global Foodservice en Español

Profile Page Breakdown

- Proving your expertise
 - Recommendations
 - The best recommendations illustrate your achievements and credibility.
 - Q&A
 - Show you're an expert by answering questions in your field of expertise

Networking

Your Current Connections

- Ways to network – Cast that net as wide as you can
 - Invite People
 - Find Colleagues and Classmates
 - Search for People
 - People You May Know

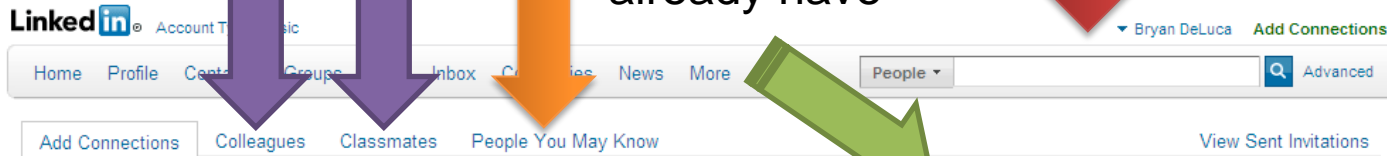
The People You Know in RL

Browse through people you may know

Search for People

Invite contacts you already have

Start Here!



Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

See Who You Already Know on LinkedIn

Searching your email contacts is the easiest way to find people you already know on LinkedIn. [Learn More](#)

Your email:

Email password:

[Continue](#)

We will not store your password or email anyone without your permission.

By clicking continue, however, you give us permission to send it to a partner for the sole purpose of checking your e-mail contacts. [Learn More](#)

Do you use Outlook, Apple Mail or another email application?
[Import your desktop email contacts »](#)

Enter Email Addresses

Enter email addresses of people to invite and connect. Separate each address by a comma.

[Send Invitations](#)

People You May Know

- We can't remember every one we've worked with or know
 - Let LinkedIn guide you
 - Tips:
 - Use the Filters
 - Use Connections to figure out how you know someone



LinkedIn Account Type: Basic Bryan DeLuca Add Connections

Home Profile Contacts Groups Jobs Inbox News More People

Add Connections Colleagues Classmates **People You May Know** View Sent Invitations

Filter By...

Current Company

- All Companies
- National Instruments (16)
- Brightcove (5)
- Agilent Technologies (4)
- Texas Instruments (3)
- Micron Technology (2)

Past Company

- All Companies
- National Instruments (21)
- Agilent Technologies (7)
- Hewlett-Packard (5)
- B&W (4)
- GE (4)

School

- All Schools
- University of Oregon (6)
- Texas A&M University (6)
- The University of Texas at Austin (5)
- University of Phoenix (3)
- Stanford University (3)

Import contacts

It's easy to search your email

Sung Sook Jung [2nd] Connect x
Manager at Export Media Ltd
2 connections in common

Chris Anderson [2nd] Connect x
EMI Engineer at Micron Technology
2 connections in common

Mark Meinhardt [2nd] Connect x
Sr Eng Ld at Micron Technology
2 connections in common

Leslie Logan [2nd] Connect x
Director at Precision Communications
2 connections in common

Nicole O'Connor [2nd] Connect x
Sr. Customer Care Representative at GlobalSpec
2 connections in common

Katia Aurejac [2nd] Connect x
marketing manager at Reed Business Information
2 connections in common

Bill Giovino [2nd] Connect x
Technical Management & Development Executive - http://Microcontroller.com
3 connections in common

Corporate Webcasting

Full webcasting production services for news conferences, webisodes, etc.

Management Leadership

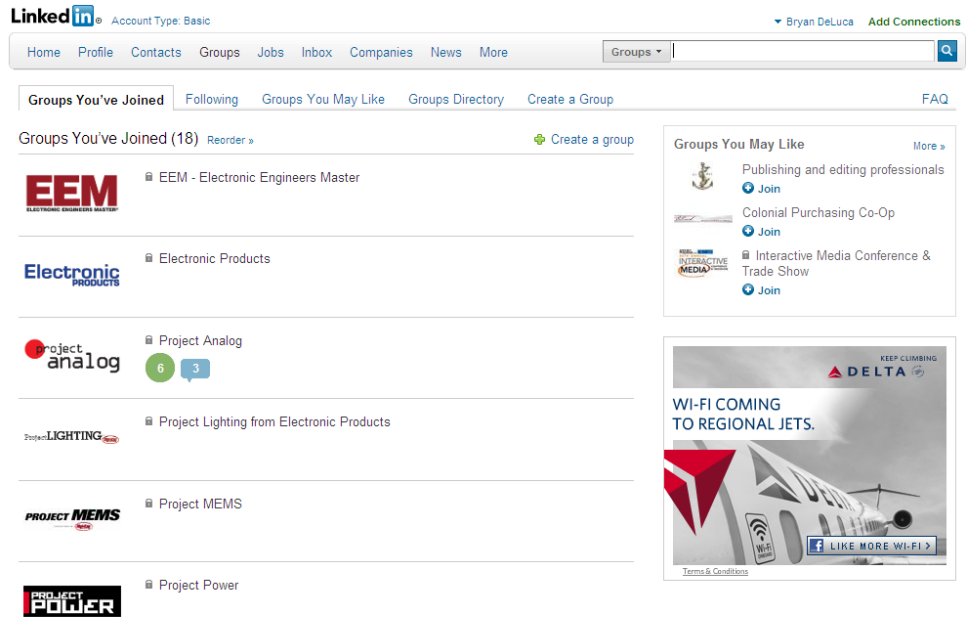
Learn Ivy League Management At eCornell. Click here!

Become an Acupuncturist

Located in San Francisco, ACTCM is a

Online Networking

- Groups
 - Work Related
 - Industry Related
 - Employer Groups
 - Education Related
 - Peer Groups
 - Personal Interest



The screenshot shows a LinkedIn profile for Bryan DeLuca. The 'Groups You've Joined' section lists 18 groups, including EEM - Electronic Engineers Master, Electronic Products, Project Analog, Project Lighting from Electronic Products, Project MEMS, and Project Power. The 'Groups You May Like' section suggests groups like Publishing and editing professionals, Colonial Purchasing Co-Op, and Interactive Media Conference & Trade Show. A Delta advertisement for Wi-Fi on regional jets is also visible.

Online Networking

- Finding Groups

- Search/Browse Groups

- Filter Groups

- Creating Groups

- If you can't find a group on a topic, create it. This is your chance to show off your expertise in a field.

The screenshot shows the LinkedIn Groups interface. At the top, the LinkedIn logo and navigation menu are visible. The 'Groups' tab is selected in the top navigation bar. Below the navigation bar, there are tabs for 'Groups You've Joined', 'Following', 'Groups You May Like', 'Groups Directory', 'Create a Group', and 'FAQ'. The 'Groups Directory' tab is active, showing a search box with 'Keywords', 'All categories', and 'Choose...' dropdowns, and a 'Search' button. A purple arrow points from the 'Search/Browse Groups' text to the search box. Below the search box is a 'Create a Group' section with a description and a 'Create a Group' button. A red arrow points from the 'Creating Groups' text to this section. To the right, the 'Featured Groups' section lists several groups: 'CREATIVE DESIGN PROS', 'The Project Manager Network - #1 Group for Project Managers', 'Appitalism Best Practices in Apps and Mobile Internet', and 'UX Professionals'. Green arrows point from the top of the page to the 'Groups Directory' and 'Create a Group' tabs. A red arrow points from the 'Create a Group' tab to the 'Create a Group' button in the featured groups section.

Online Networking

- Creating a Group – Take the Lead

- Simple to set up

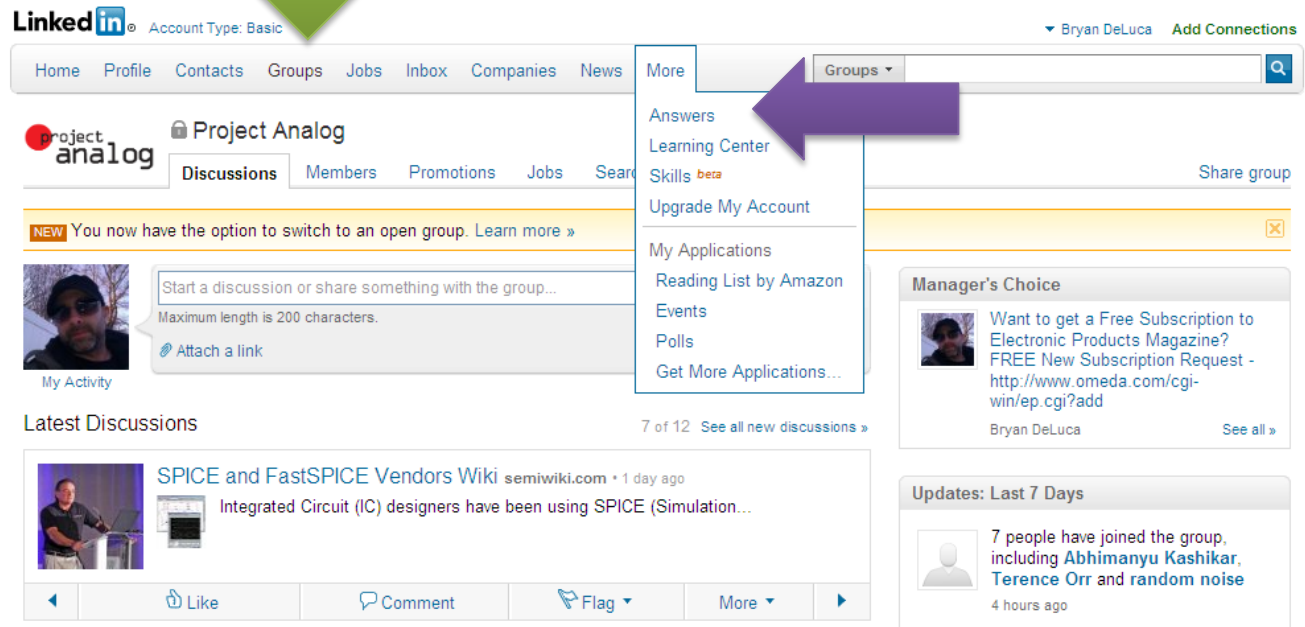
- Logo, Summary, Description
- Group Name
 - Pick Something that is representative
 - 😞 **Bad:** Purple Ladies
 - 😊 **Good:** Women Electronic Engineers

- Gives you a chance to promote your website

The screenshot shows the LinkedIn 'Create a Group' form. At the top, the user is identified as 'Bryan DeLuca' with an 'Account Type: Basic'. The navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. A search bar is on the right. Below the navigation, there are links for 'Groups You've Joined', 'Following', 'Groups You May Like', 'Groups Directory', and 'Create a Group'. A yellow warning banner states: 'You own and/or manage 10 of a maximum 10 groups. You may own and/or manage 0 more groups.' The form fields include: 'Logo' (with a 'Browse...' button and a note: 'Note: PNG, JPEG, or GIF only; max size 100 KB'), a checkbox for 'I acknowledge and agree that the logo/image I am uploading does not infringe upon any third party copyrights, trademarks, or other proprietary rights or otherwise violate the User Agreement.', '* Group Name' (with a note: 'Note: "LinkedIn" is not allowed to be used in your group name.'), '* Group Type' (a dropdown menu), '* Summary' (with a note: 'Enter a brief description about your group and its purpose. Your summary about this group will appear in the Groups Directory.'), '* Description' (with a note: 'Your full description of this group will appear on your group pages.'), and 'Website'.

Sharing Knowledge

- Peer Knowledge is one of the most valuable assets in society
 - Groups
 - Answers



The screenshot shows the LinkedIn interface for the 'Project Analog' group. A large green arrow points from the text 'Groups' in the list above to the 'Groups' dropdown menu in the top navigation bar. A purple arrow points from the text 'Answers' in the list above to the 'Answers' option in the dropdown menu. The page content includes a search bar, a 'Start a discussion' form, a 'Latest Discussions' section with a post about 'SPICE and FastSPICE Vendors Wiki', and a 'Manager's Choice' section with a subscription offer.

Sharing Knowledge

- Groups
 - Ask Questions
 - Share Information
 - Discussions
 - 😞 **Bad:** Don't be a lanker
 - 😊 **Good:** Actively participate



The Robotic Hand [eebeat.com](#)

Most people do not look forward to surgery. Even under the hands of a trusted doctor or the best expert, there is always risk. Today's typical operating room consists of multiple surgeons, several nurses, and an anesthesiologist, a
posted 5 months ago

Bryan DeLuca 10 days ago • Bryan likes this.

[See more »](#)



[Follow Kella](#)

Lee Ritchey's May 11 class in Bedford, Mass will include vital information on materials selection process and fabrication techniques. To...



Speeding Edge consultants specialize in high-speed PCB and system... [speedingedge.com](#)

Speeding Edge consults in high-speed PCB and circuit board design.
posted 16 days ago

Rick Collins 15 days ago • I took his "Right the First Time" signal integrity course some time back and it has been the most valuable training I've ever received. ... »

[See more »](#)



[Follow Ratheesh](#)

Fringe field
Hi All

Can any one explain what is the fringe field for a capacitance. In fact I know its kind of leakage field or the parallel capacitance formed because of the surroundings which gets added up to the real capacitance formed.

Please explain in detail

Thanks

posted 20 days ago

Jean-Francois Debroux 16 days ago • Expressions for elementary capacitors and resistors are similar: $C = \epsilon_{ps} \cdot \text{area} / \text{distance}$, $R = \rho \cdot \text{length} / \text{section}$. They are just inverses. So, ... »

[See all 3 comments »](#)



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Sharing Knowledge

- Answers
 - Ask Questions
 - Answer Questions
 - Become an expert and show the world what you know
 - Search Answers
 - Browse Answers

The screenshot shows the LinkedIn Answers interface. A green arrow points to the 'Ask a Question' text input field. A purple arrow points to the 'Answer Now' button. A large orange arrow points to the user profile 'Bryan DeLuca' in the top right corner. A red arrow points to the 'My Q&A' section on the right sidebar. The main content area displays a list of questions under the heading 'New Questions From Your Network', including questions about LinkedIn IPO share prices, recruitment agencies, trading software, LinkedIn membership, and Facebook spam filters. At the bottom, there is a section for 'This Week's Top Experts' with a table showing 'Experts' and 'Answers (This Week)'.

Finding Work

- Finding a Job Can Be Easy
 - Jobs
 - Groups
 - Companies



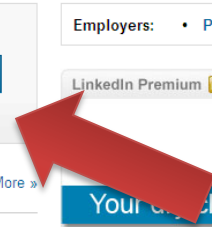
Finding Work

- Jobs

- Search

- Advance Search

- Jobs You May Be Interested In



LinkedIn Account Type: Basic
Home Profile Contacts Groups Jobs Inbox Companies News More Jobs Advanced

Jobs Home Saved Jobs Saved Searches Advanced Search

[Zero in on \\$100k+ jobs with detailed salary information >>](#)

Search for Jobs

Job Title, Keywords, or Company Name

Search

Advanced

Employers: [Post a Job](#) [Manage Jobs](#)

LinkedIn Premium

Your cleaner misses you.

A Job Seeker Premium Account helps you land the best jobs on the web.

Get Hired Faster



Jobs you may be interested in ^{Beta} [See More >>](#)



Editorial Director needed
On the Inside Magazine - Greater New York City Area



Creative Director
Scholastic - Greater New York City Area



Creative Director
Taylor - Greater New York City Area



Manager, Analytics and Search

LinkedIn Account Type: Basic
Home Profile Contacts Groups Jobs Inbox Companies News More Jobs Advanced

Jobs Home Saved Jobs Saved Searches **Advanced Search**

Keywords: Title:

Location: Located in or near:

Country: United States

Postal Code: Lookup

Within: 50 mi (80 km)

Search

Functions:

- All Job Functions
- Accounting/Auditing
- Administrative
- Advertising
- Analyst

Date Posted:

- Any Time
- 1 day ago
- 2-7 days ago
- 8-14 days ago
- 15-30 days ago

Experience:

- Any Level
- Executive
- Director
- Mid-Senior level

Salary (USD): [Upgrade to access this filter](#)

- All Salary Levels
- \$40,000+
- \$60,000+

Job Seeker Toolkit

85% **Your profile is 85% complete.** Make a strong first impression with an up-to-date profile. [Update profile >](#)

237 **You have 237 connections.** Build your network to be referred for job opportunities. [Add connections >](#)

1 **You are following 1 company.** Stay up-to-date on companies that interest you. [Follow companies >](#)

Finding Work

- Group **Jobs**
 - Offer the opportunity to post jobs to a specific group of people with specific interest
 - **Filters**
 - Use Filters if the group has a lot of job listings

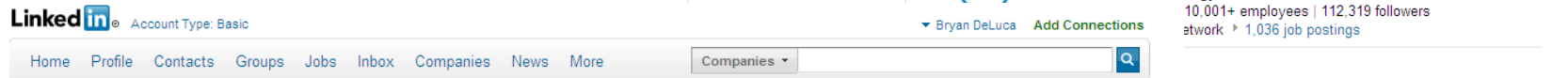
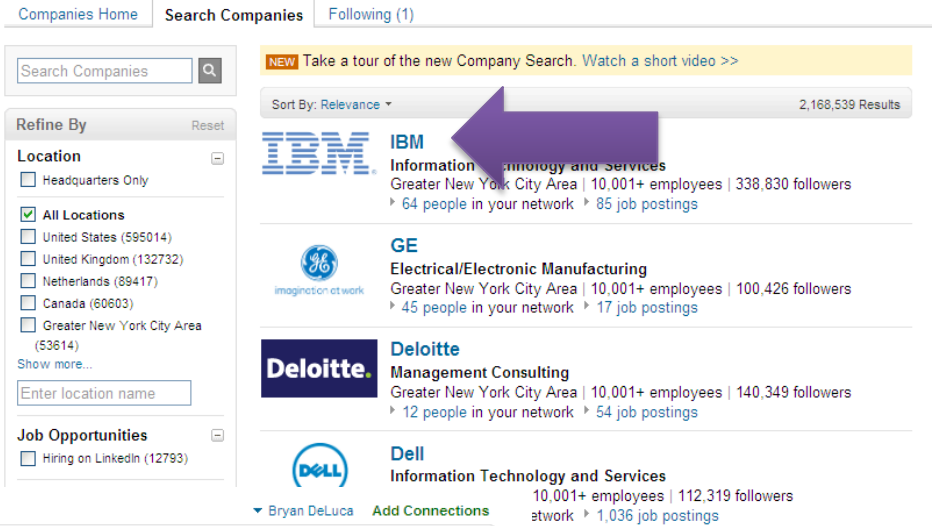
The screenshot shows the LinkedIn interface for the 'Project Analog' group. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', and 'News'. The 'Jobs' tab is selected, and a green arrow points to it. Below the navigation, the group name 'Project Analog' is displayed, along with tabs for 'Discussions', 'Members', 'Promotions', 'Jobs', 'Search', 'Manage', and 'More...'. A purple arrow points to the 'Jobs' tab. The main content area shows a list of job listings, including 'Applications Engineer' and 'Discrete Engineer'. A 'Refine By' sidebar on the left contains filters for 'Company', 'When Posted', 'Location', 'Salary', 'Job Function', and 'Industry'. A blue arrow points to the 'Refine By' section. The right sidebar features a 'Create a Feed' section and a 'LinkedIn Premium' advertisement. A woman's profile picture is visible at the bottom right.

Finding Work

- Companies

– Do your research

- Search Companies
- See What's Going on at Companies
- Search Employees
- Search Connections



Companies > IBM

Overview Careers



IBM is a global technology and innovation company headquartered in Armonk, NY. It is the largest technology and consulting employer in the world, with approximately 427,000 employees serving clients in 170 countries. IBM offers a wide range of technology and consulting services; a broad portfolio

... more

IBM has 342,420 followers

Follow Company

Share

How you're connected to IBM

0 1st Connections

56 2nd Employees in your network

205,632 Employees on LinkedIn

Check out insightful statistics about IBM employees »

Your Network (56)

New Hires (5)

Employees (205,632)



Financial Sales Executive

Thomas Cavanaugh, Greater Atlanta Area

How are you connected? (1 shared connection)



IT Specialist Tivoli Automation

Bob Miller, Greater New York City Area



Special Thanks

- Christina Nickolas
- IEEE
- Women In Engineering
- Electronic Products Magazine
- Telephonics

Questions?

Remember to invite me on LinkedIn. ;)

Bryan DeLuca

bdeluca@optonline.net