

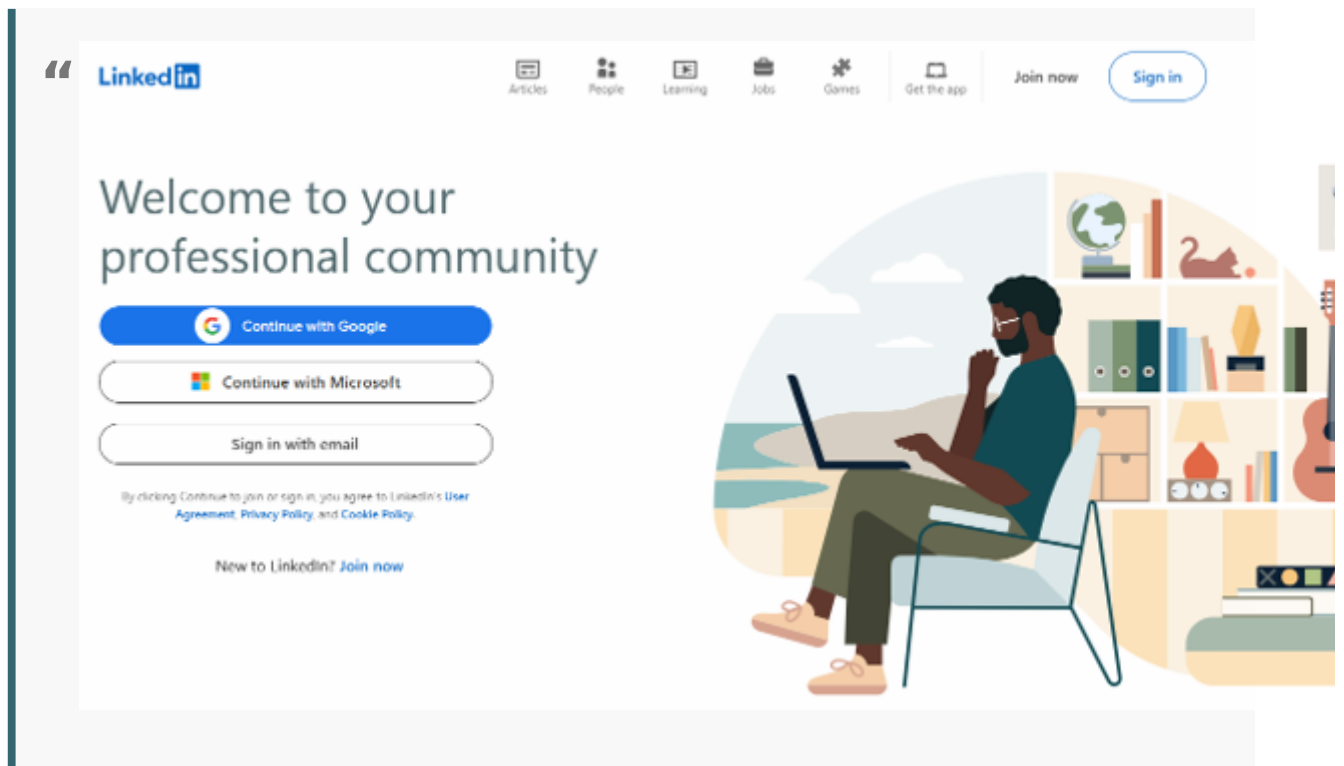
LinkedIn

LinkedIn is a social media platform for business networking and career development.

LinkedIn's 'premium members' are companies or individuals such as recruiting companies, sales persons and promoters of products and services. Like nearly every social media platform, it has a free option.

Creating an account

If you do not have a personal account, you can set one up on the [LinkedIn homepage](#).



Choose your sign-in route: Google; Microsoft or Email.

If you choose Email this is the next screen:



Make the most of your professional life

Email

Password [Show](#)

Remember me

By clicking Agree & Join or Continue, you agree to the LinkedIn [User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#).

[Agree & Join](#)

or

[Continue with Google](#)

[Continue with Microsoft](#)

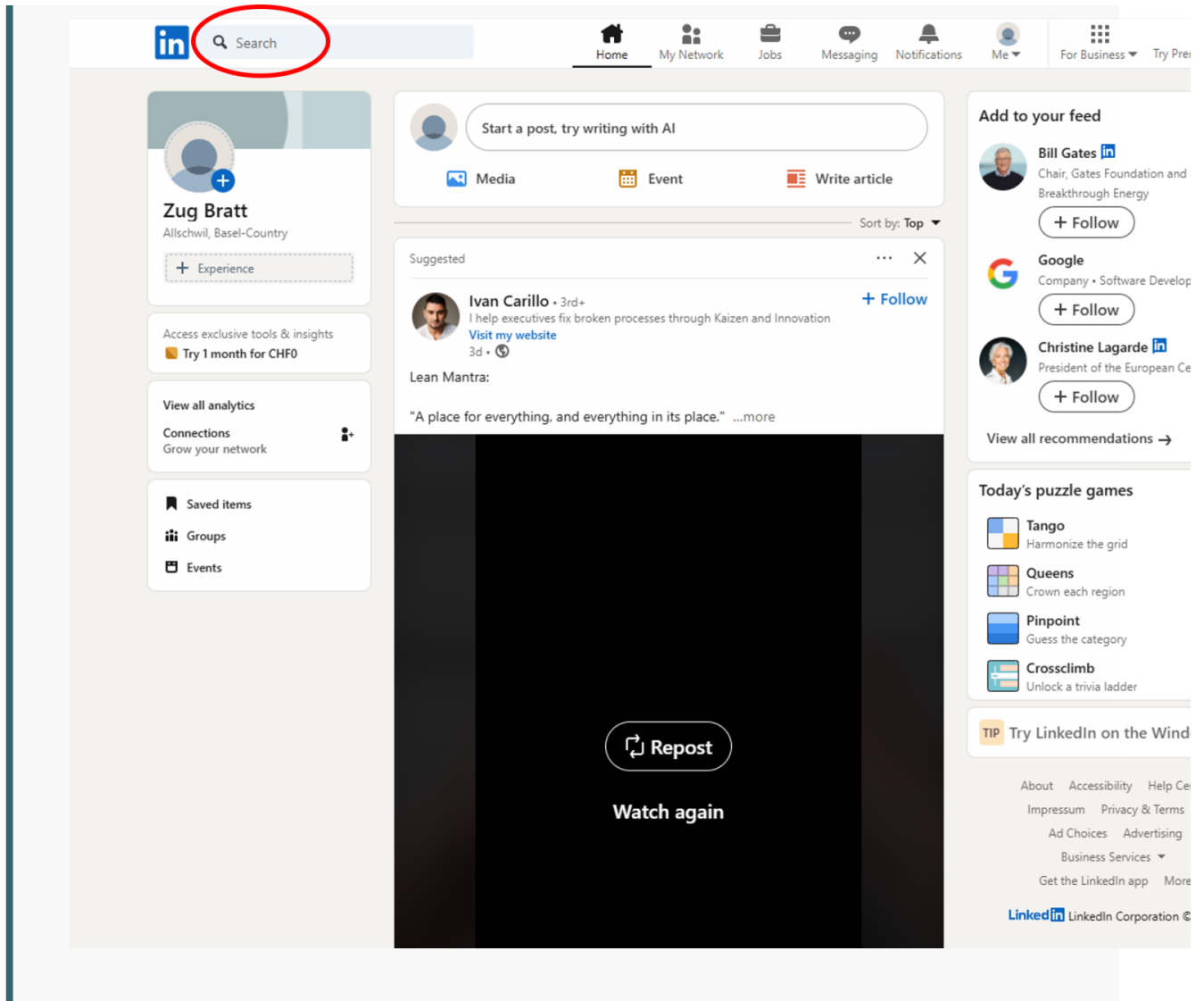
Already on LinkedIn? [Sign in](#)

Looking to create a page for a business? [Get help](#)

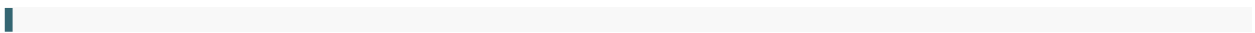
You will be asked for your name, profession, last employer, location and some other information. If you do not want to reveal these, you can sign-up using an identity you create. You must be able to confirm the email you use. Once you've been through this process you will have access to LinkedIn

Finding and posting to a company or person

To find a company, enter the name in the Search box on the top-left.



Unless you have been very specific, a number of options appear; choose and click on one. Entering 'Shell' and selecting 'Shell Energy' leads to this screen:



LinkedIn search results for Shell Energy. The page shows the company profile, a post by Boris Zwaan, and a list of related companies.

On this page

- Posts
- People
- More posts

Shell Energy
Oil and Gas
London
171K followers
[+ Follow](#) [View page](#)

Posts

From my network | Past 24 hours | Past week

Boris Zwaan • 3rd+
Project Engineer at Shell Energy and Chemicals Park Rotterdam ...
1w • Edited •

★ Exciting opportunity for students in my network looking for their first job! ★

At Shell Energy & Chemicals Park Rotterdam and Shell Chemicals Park ...more

Shell Graduate Programme 2024/2025 – Netherlands ✓
Job by Shell
The Hague, South Holland, Netherlands (On-site)
[View job](#)

69 reactions | 1 comment • 4 reposts

[Like](#) [Comment](#) [Repost](#) [Share](#)

Kristina E. Turner • 3rd+
Office Director to CEO & Secretary of the Board of Directors at ...
4d •

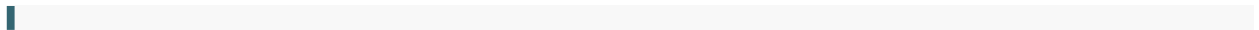
A very interesting idea. New thinking to create a new world. I am certain that Education will lead the way as it adapts to support generations to come.

John Rainford FRSA FTLS • 3rd+ [+ Follow](#)

People also viewed

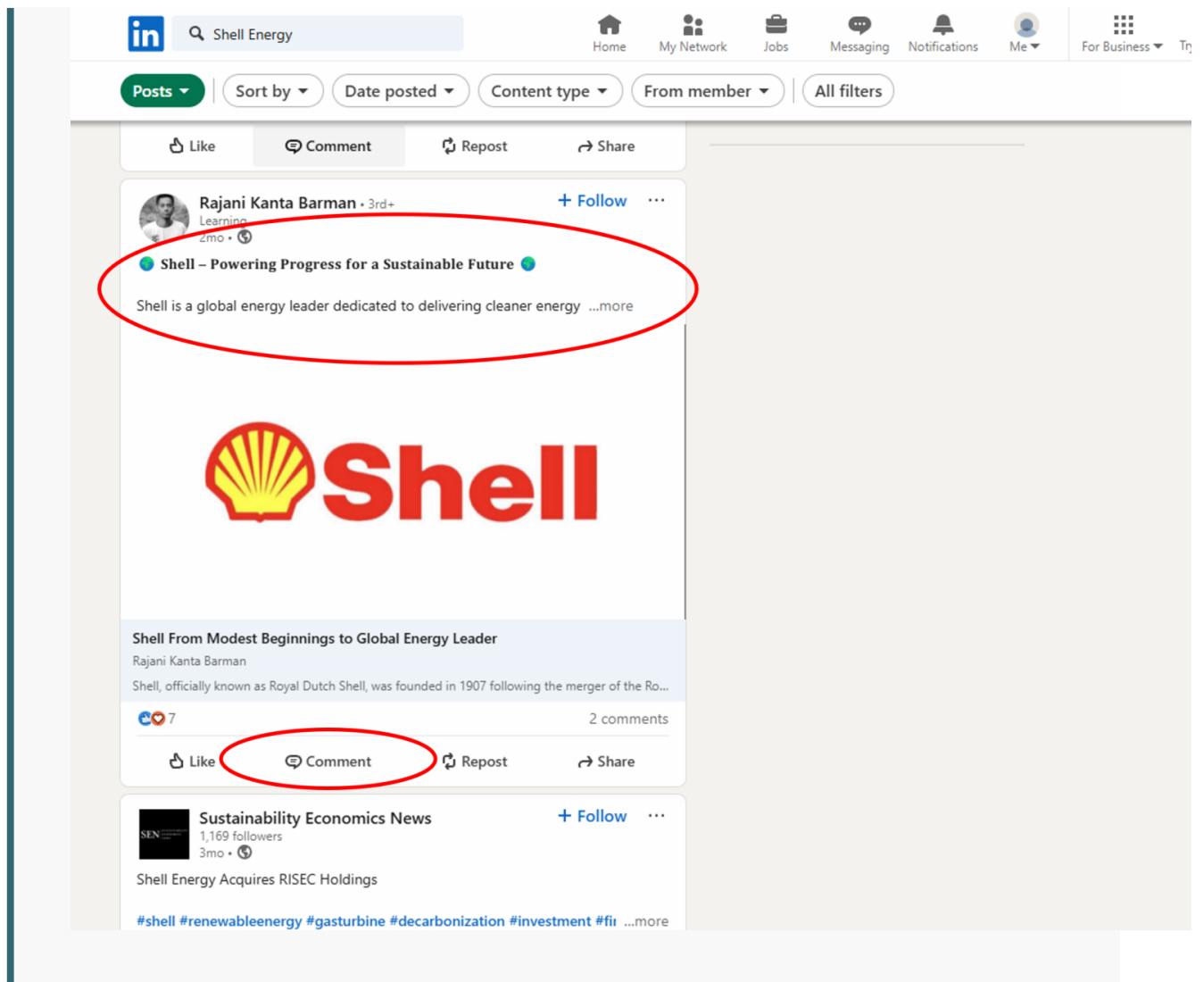
- Shell**
Oil and Gas • London, Engla
7M followers
[Follow](#)
- bp**
Oil and Gas • London, Engla
4M followers
[Follow](#)
- Chevron**
Oil and Gas • Houston, Texa
5M followers
[Follow](#)
- YPF SA**
Oil and Gas • Capital Federa
1M followers
[Follow](#)
- AXION energy**
Oil and Gas • Ciudad Autón
660K followers
[Follow](#)
- ExxonMobil**
Oil and Gas
3M followers
[Follow](#)

Click on 'Posts':



The image is a screenshot of a LinkedIn search results page for the query "Shell Energy". At the top, the LinkedIn logo and search bar are visible. Below the search bar, there are navigation tabs for "Posts", "Companies", "People", "Jobs", "Products", "Groups", "Services", "Events", "Courses", "Schools", and "All filters". The "Posts" tab is highlighted with a red circle. The main content area shows a post by John Rainford with the title "Meta-Innovation Matrix. Evolution of an Adaptive eco-system for Economic Growth - across governments and private enterprise." Below the post, there are buttons for "Like", "Comment", "Repost", and "Share". A red circle highlights the "See all post results" button. Below the post, the "People" section is visible, showing profiles of LinkedIn members.

Scroll to last Posts of the displayed Posts, before it starts to show People.
Click on 'See all post results'. Scroll down until you find one that interests you.



This Post is a boast about sustainable energy. Most posts give you a chance to post a 'Comment' as this one does (it is the default) but some restrict Comments to Connections and Followers.

More about LinkedIn

While our main use of LinkedIn is to post messages to companies or people, it has several other functions.

Connections

Members, including those with free membership, may invite a 1st-degree connection with any other subscriber who allows it (that is nearly all). Members with 1st-level connections can use InMail for personal messaging.

Posts/Articles/Comments

Posts are limited in format, length and links. However, you may also write Articles that allow much longer text, different fonts, and a number of pictures. LinkedIn encourages members to promote

articles via Posts. Posts and Comments are promoted by LinkedIn's algorithms. They are amplified if they contain links to other LinkedIn members (using @Name, as on other social media sites) and if they are over twelve words in length. In any case, they stop being amplified after 24 hours of repost and commenting activity by others.

Creating an article

Articles allow you 110,000 characters of body text, a feature picture, a headline and a sub-headline. You can also insert more pictures, formats and links into the text. Then you can embed links to the article into LinkedIn Posts and Comments as follows:

1. On the homepage of your LinkedIn account, in the centre column, there is a block for creating a Post. In this block are 'buttons' for 'Media', 'Event' and 'Write an Article'.
2. Click on **'Write an Article'**.
3. The next page takes you through all the steps.
4. Articles are not automatically promoted by LinkedIn, even to 1st-level Connections. They need to be promoted through Posts and InMails.

Networking

This is a short section for people who want to use LinkedIn for more than one-way communication. There is a useful minority of LinkedIn members who use the platform for genuine debate and these may be worth engaging with.

LinkedIn works best for members who have a network, who post regularly and who get responses of significant length to their posts. Its algorithms monitor your influencing score or Social Selling Index. You can see this in your [Social Selling Dashboard](#) when you are logged into your account.

Groups

There are also Groups you may wish to join.

For example, the **'Climate Change - I care'** Group has 69,330 members.

You can start a Group simply by clicking on **'Groups'** in the column on the left side of your Home page and then clicking on the button **'Create Group'**.

XR LinkedIn Accounts

Extinction Rebellion has a number of existing LinkedIn pages (to view these you'll need to have your own account):

- [Extinction Rebellion UK](#)
- [Global Extinction Rebellion](#)
- [Extinction Rebellion Global](#)

- [Extinction Rebellion](#)
- [Extinction Rebellion Social Work](#)
- [Extinction Rebellion NL](#)
- [Extinction Rebellion France](#)
- [Extinction Rebellion Deutschland](#)
- [Extinction Rebellion Polska](#)

Further Support

LinkedIn changes its functionality and permissions from time to time so the above is only for general guidance; it was written in Jan 2025.

If you want help with anything on LinkedIn, please contact Digital Rebellion at digitreb@extinctionrebellion.uk.
