



**LinkedIn**





# Career Series: LinkedIn

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## **Part I:**

- LinkedIn overview
- Why you should have a profile

## **Part II:**

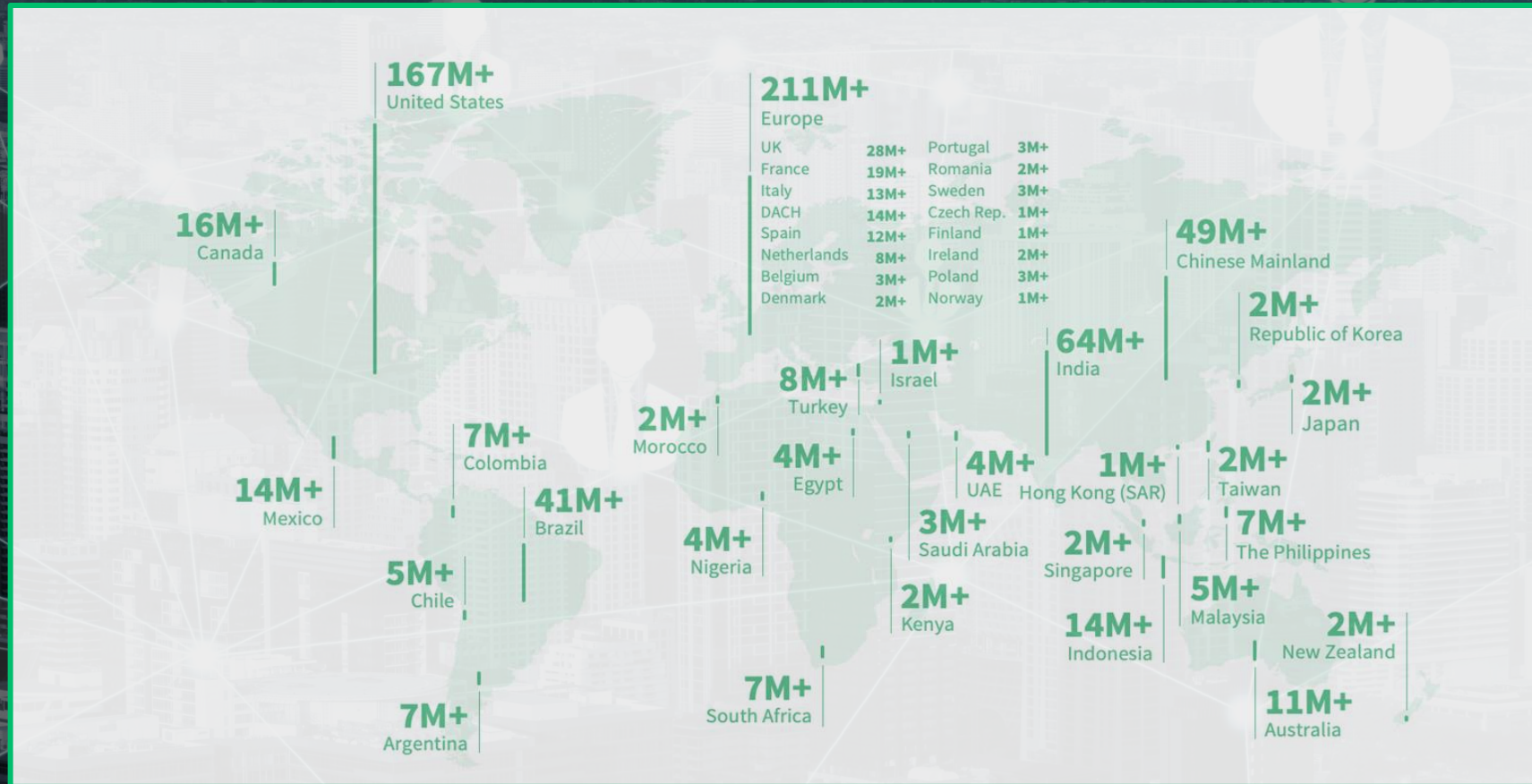
- Elements of a LinkedIn profile

## **Part III:**

- LinkedIn connections
- Staying active on LinkedIn



# LinkedIn has 675 million members in 200 countries and regions worldwide



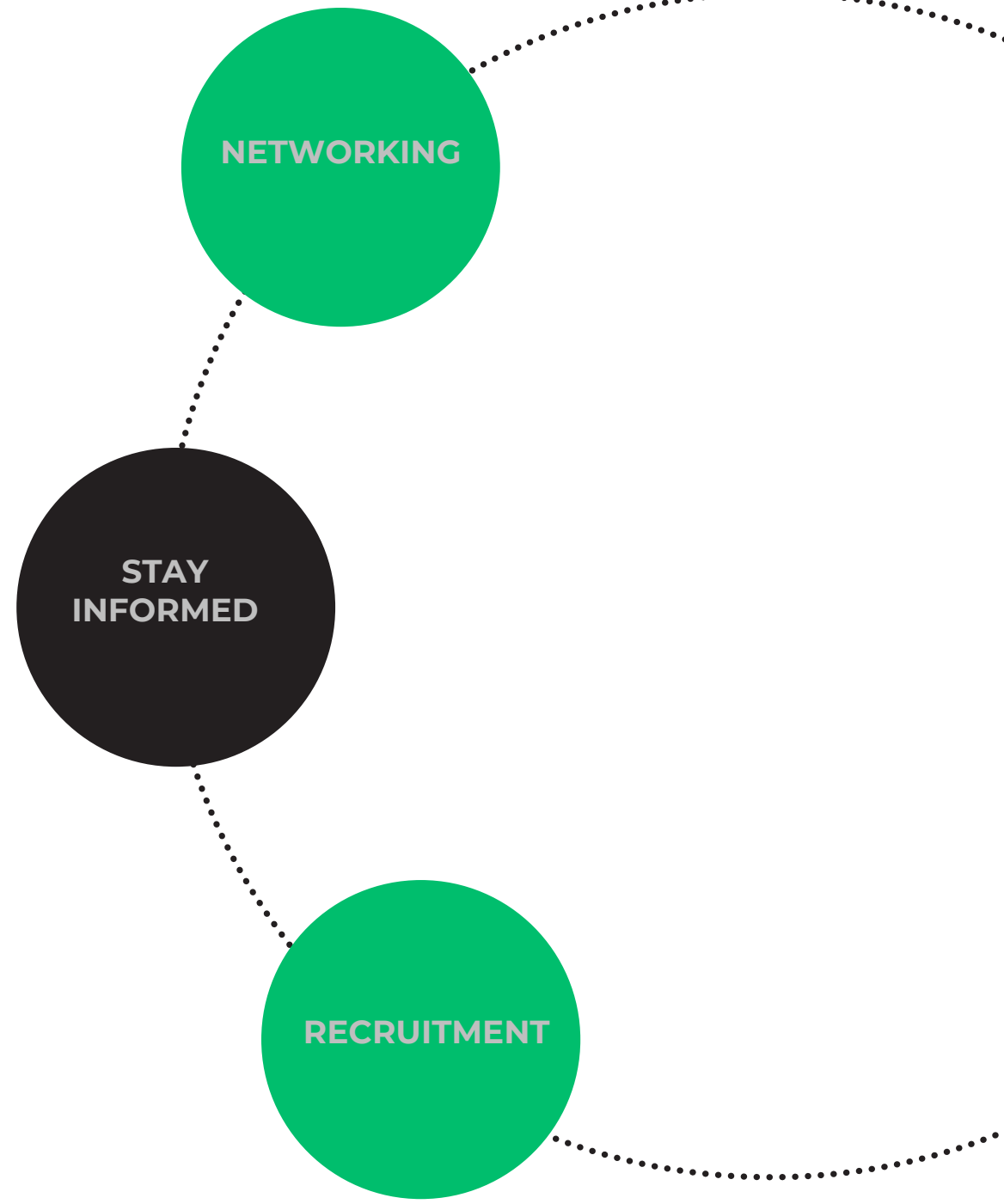
<https://news.linkedin.com/about-us#statistics>



# Why Join LinkedIn?

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- Make connections in your industry.
- Stay in touch with past co-workers, supervisors, and classmates.
- Stay up to date on industry news and exchange information.
- Follow employers of interest.
- Source candidates.
- Recruiters view your profile prior to hiring.
- Locate job opportunities.



# LinkedIn vs. Resume

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## LinkedIn:

- Professional brand
- Evolves over time
- Not constrained by brevity

## Resume:

- Part of a job application
- Targeted based on position
- Should be succinct