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Curriculum

Professional Foundations 
Average: 97.66% 

Week 8 

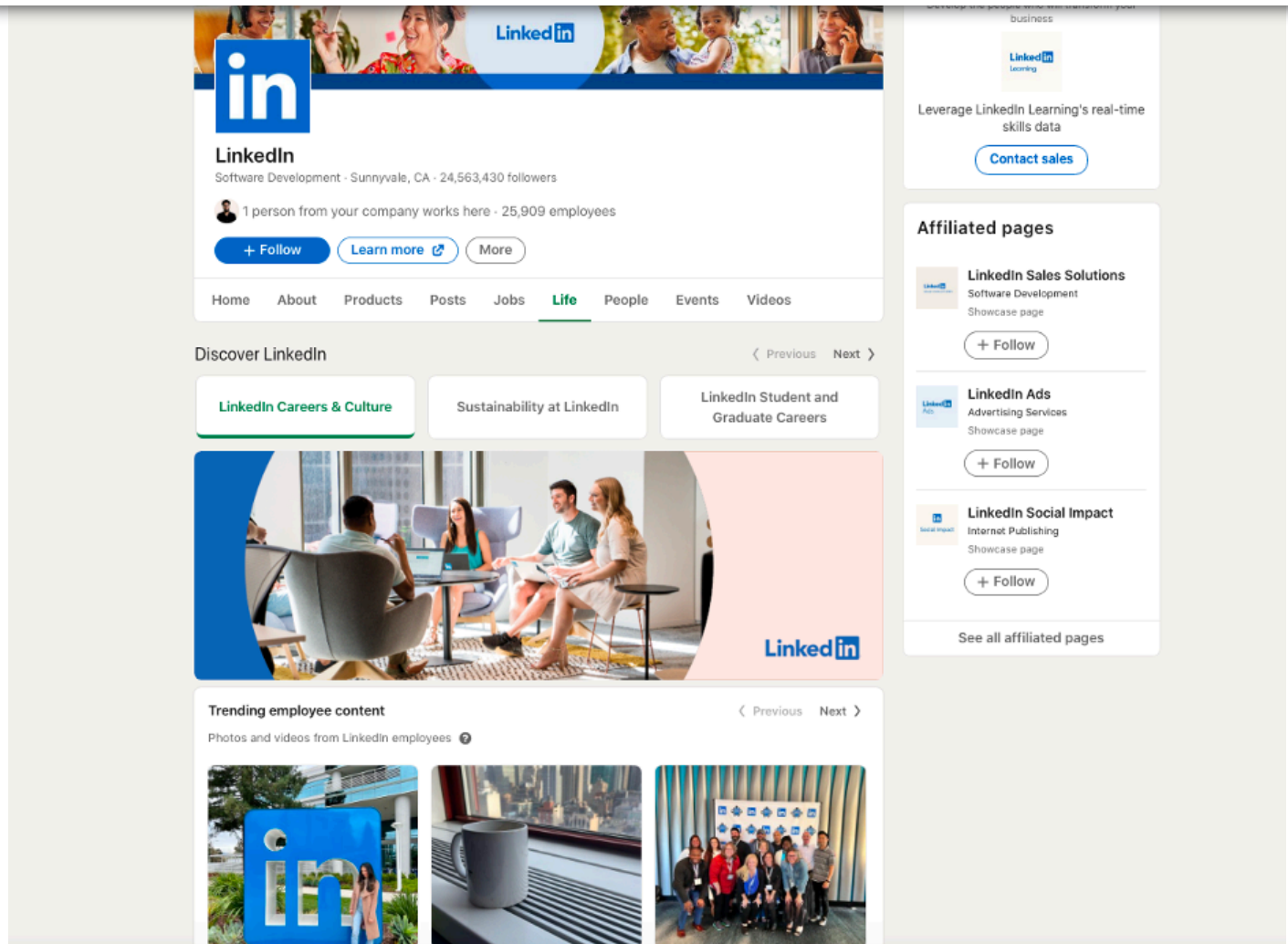
Week 8 

- > Welcome to Week 8!
- > Daily 3!
- > Career Skills - Personal Branding
- > LinkedIn Profile
- > Your Resume
- > Career Skills - Test Taking & Interview Skills
- > Video Production & Editing
- > After Foundations
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Why Your LinkedIn Profiles Matters



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Do you have a LinkedIn profile? If so, great! In this module, we will be working through practical tips to improve it and help you shine!

If not, don't worry! In this module, you will be prompted with the information that you need to get one set up.

LinkedIn is a social network platform used by **55 million** registered companies and **nearly 1 billion** members [1].

Here are some other statistics that point to its importance:

- On average, 101 job seekers submit an application on LinkedIn every **second!** [2]
- Every minute, **8** people are hired on LinkedIn. [3]
- In 2022, there was an **88%** increase in hires via LinkedIn! [4]
- **67%** of recruiters say that talent hired through LinkedIn is of higher quality than talent hired via job portals. [5]

Despite the large amount of recruiting and hiring that happens on LinkedIn, only **57%** of job seekers use LinkedIn to find new job opportunities. Are you one of the 57%? We hope you will be! [6]

This week, you will learn how to maximize your use of LinkedIn and prepare yourself when searching for new jobs. You will hear from the HR expert from South Africa, Jaryd (whom you met last week). He shares his valuable insight on myths and trends in LinkedIn profiles. Before we hear from him, let's start with what makes a LinkedIn profile strong.

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2. [40 Essential LinkedIn Statistics You Need to Know in 2022](https://www.linkedin.com/pulse/40-essential-linkedin-statistics-you-need-know-2022-haroon-gulzar/) (https://www.linkedin.com/pulse/40-essential-linkedin-statistics-you-need-know-2022-haroon-gulzar/), Haroon Gulzar
3. [How to Standout on LinkedIn](https://www.peopletogo.com/PTG-blogs/how-to-get-noticed-on-linkedin-by-recruiters?source=google.com) (https://www.peopletogo.com/PTG-blogs/how-to-get-noticed-on-linkedin-by-recruiters?source=google.com), People to Go
4. [40 Essential LinkedIn Statistics You Need to Know in 2022](https://www.linkedin.com/pulse/40-essential-linkedin-statistics-you-need-know-2022-haroon-gulzar/) (https://www.linkedin.com/pulse/40-essential-linkedin-statistics-you-need-know-2022-haroon-gulzar/), Haroon Gulzar
5. [41 Essential LinkedIn Statistics You Need to Know in 2023](https://thesocialshepherd.com/blog/linkedin-statistics#:~:text=Indeed%20is%20the%20top%20platform,it%20for%20their%20job%20searches.) (https://thesocialshepherd.com/blog/linkedin-statistics#:~:text=Indeed%20is%20the%20top%20platform,it%20for%20their%20job%20searches.), Jack Shepherd

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