



Team - MATRIX

LinkedIn is an American business and employment-oriented online service that operates via websites and mobile apps. It is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs.

User can perform various actions on LinkedIn –

1. **Look for Jobs** - Under the “Jobs” tab, you can search for jobs, save your searches and set up job alerts (allowing LinkedIn to do the work for you). You can also search for jobs in LinkedIn Groups, an additional secret source of jobs on LinkedIn.
2. **Get Found By Recruiters and Employers** - In order to be found by recruiters and employers, you need to first be visible to them. In turn, ensuring the completeness of your name, profile, contact/security settings, and using the right the right keywords makes all the difference for potential employers being able to successfully notice you and, most importantly, be able to easily reach you.
3. **Expand Your Network and Connections** - Look at your existing Linked connections to find new people who would be valuable to add to your network, for either your current or future career endeavors. Perhaps one of them knows that recruiter who can help you get your foot in the door with a job application or interview, or they can make an introduction to someone else in your industry on your behalf.
4. **Post in LinkedIn Groups** - LinkedIn is full of groups for almost every profession and skill set. LinkedIn groups are an excellent way to meet others in your industry/niche, get expert advice, stay up to date with industry news and share your own knowledge and experience, building your professional credibility and image as an expert in your specialty field.
5. **Messaging** - With the help of messaging feature one can talk to his colleague as well as can share important information in personal.
6. **Certification** - Certification in your profile increase the value of your profile as well as chances of being recruited for the specified job.
7. **Endorsed** – It is the feature of LinkedIn in which one can verify (endorse) you in a particular skill that you filled in your profile. This means that particular person believes you know that skill very well.
8. **LinkedIn Salary** - This feature tells the current salary trend of various job titles in respective country.
9. **LinkedIn Learning** – This feature provide the paid as well as free courses to enhance learning.
10. **LinkedIn Ads** – This feature helps to post ads for jobs on LinkedIn