

## LinkedIn

LinkedIn is a professional social media platform where we can use it perfectly related to our career and profession.

It is a donut analogy.

Difference between other social media and LinkedIn.

Social media associated with - heel of entertainment and fun.

Other social media

→ I like donuts

→ Here's a cool photo of my donut.

LinkedIn

+ bpo to operate a donut franchise one day

I'm looking for a job at donut company.

My top skills are donut production and sales.

Career related challenges faced by ~~the~~ students

1. Inequity
2. Ambiguity
3. Rapid change

Inequity:-

→ weak network affects disadvantaged students throughout their career.

Applicants are 4x likely to get hired via their network.

### Ambiguity:

Many students are unclear on what skills they have, what skills to learn next and how to find a job.

### Rapid change:

Institutions are preparing students for jobs that might not exist.  
85 million existing job will be eliminated by 2025.  
97 million new jobs will be created by 2025.

### How LinkedIn helps:

- 1. Connect with right people
- 2. Find the right job
- 3. Learn how to grow your network beyond Chai Tapis.

Expand your job search beyond Chai Tapis.

### Why premium:

Students enjoy 6 months of premium job free.

1. Inmail credits
2. Who viewed your profile
3. LinkedIn learning courses

Get hired 2x faster by discovering over 20 million jobs/internships and exploring valuable resources to help give you a distinct competitive advantage as a student.

### Benefits with LinkedIn

1. Make your profile to present yourself in a professional manner.
2. Build up your network.
3. 17,000 e-learning Courses

### Profile

1. Set up your account.
2. Profile vs resume.
3. Take a photo
4. Edit your profile.

### Internship/job

35 MT job seekers visit LinkedIn jobs every week

1. Show open to work.
2. Search for career opportunities.
3. Create search alert.
4. Follow Companies.
5. Explore alumni

### Network

50+ % of hires result from a personal connection

Creators.

= Your creators - Ideas from people who inspire you

Be a creator:-

Turning on - the creator mode