

CHECK POINT TASK 3

1. According to LinkedIn, what amount of all working professionals are on LinkedIn?

According to LinkedIn, there are three quarters of all working professional are on LinkedIn.

2. What is different about LinkedIn compared to other social networks such as Instagram, Tiktok and Snapchat?

LinkedIn is the platform where displays and provides much more professional information about a person's profile in comparison with other social media that mainly contains entertaining functions, which makes LinkedIn becomes one of the most suitable professional network supporting one's career and professional networking, to enable you perform who you are with others.

3. Neal mentions that your LinkedIn profile is not a resume? What does he say that it represents?

LinkedIn profile is not a resume as it represents your inbound marketing. It is a demonstration of who you are and where you want to go for your career path in the future.

4. If you are looking for a summer internship in a certain industry in a certain part of the country, what are the things Neal suggests you should showcase?

You should showcase your experience, your career path, your future goals and what you're studying which proves that this is what you want to do.

5. What does Neal highly recommend you use when editing your LinkedIn profile? What two reasons were given?

It is highly recommended to use desktop for editing your LinkedIn profile as:

- + there are more functional options in desktop website in comparison with the mobile one.

- + most of older generations as decision makers and executives tend to use desktop rather than a mobile phone like younger generations. => widen their accessabilities to your profile.

6. Does Neal recommend you talk in the third person or the first person? Why?

Unlike resume, in Neal's opinion, it is better to write your LinkedIn profile in first person as it brings reader the feeling that they are talking to you directly and makes your profile more humanity and reliable.

7. How many recommendations does Neal suggest you get? Why?

Neal suggested that you should get one and from your college counselor or from a professors, therefore, try to get three recommendations from people that you've worked with, which will help improve your own credibility.

8. What are the 10 strategic areas you should focus on in your LinkedIn profile?

Industry

Location

Recommendations

Cover photo

Your own professional photo

Branded headline

Professional summary

Work experience

Education experience

Additional things