



Why LinkedIn?

LinkedIn is the most popular professional networking platform out there, so most recruiters use it to find job seekers. It's so common for hiring teams to use LinkedIn to find and look at candidates, that it's almost a red flag if they're *unable* to find a LinkedIn profile for you.

It's also a great platform for you to connect with other people in your field. Udacity, for example, has an Alumni LinkedIn group where graduates can collaborate on projects, practice job interviews, or discuss new trends in the industry together. Connecting with a fellow alum and asking for a referral would increase your chances of getting an interview.

Find Connections

In order to use your LinkedIn effectively, however, it's important to have over 500 connections.

This may seem like a lot, but once you get rolling, you'll get to that number fast. After you actively start using it, by joining groups and going to networking events, your number of connections will climb. You are more likely to show up in search results on LinkedIn if you have more connections, which means you'll be more visible to recruiters.

Join Groups

Increasing the group of people you're connected with also exposes you to what they're working on or have done. For example, if you move to a new city, you can search your network to see who lives in the area, and ask for recommendations on apartment hunting, job leads, or other advice on adjusting to life in another city.

Furthermore, you're active in a LinkedIn group, or if you frequently write LinkedIn blog posts, you'll increase your visibility on the platform and likelihood that a recruiter will find your profile.

How to Build Your LinkedIn Profile



advice because it'll increase your visibility on the network, thus increasing the number of opportunities you may come across.

Tips for an Awesome LinkedIn Profile

In the lessons on conducting a successful job search and resume writing, we talk about how you can describe your work experiences in a way that targets a specific job.

Use what you learn to describe your experiences in LinkedIn's projects and work sections. You can even copy and paste over the bullet points in your resume to the work or project sections of LinkedIn. Making sure your resume and LinkedIn are consistent helps build your personal brand.

Find Other Networking Platforms

Remember that LinkedIn isn't the only professional networking platform out there. If you do have a great LinkedIn profile, that means you can also build an amazing profile on other platforms. Find some recommendations for [online profiles](#) on the Career Resource Center.

Up Next

By now, you know how to target your job profile to your dream job. You know how to market yourself effectively through building off your elevator pitch. Being confident in this will help you network naturally, whether on LinkedIn or at an event in-person.

Move on to the LinkedIn Profile Review and get personalized feedback on your online presence.

Career Counselors

Remember that career counselors are always available to help you on your job search. Make an appointment with them [here](#).

Additional Resources



Using LinkedIn

- [How to Stand Out on LinkedIn](#)
- [6 Tips to Make Your LinkedIn Stand Out](#)
- [Land a Great Job with LinkedIn](#)
- [31 Tips for LinkedIn](#)

[NEXT](#)