

1. Why is LinkedIn a great place to start your job search?
2. What is the best way to find a job on LinkedIn? Why?
3. What is the second best way to find a job on LinkedIn? Why?
4. How many people are actively using LinkedIn? How many active jobs are there on LinkedIn?
5. Why is it important to complete the "Career Interests" section of your profile on LinkedIn?
6. Why should you write a personalized message to potential employers and not just copy your cover letter on LinkedIn?
7. How can LinkedIn Groups help you connect with potential employers?
8. What are the LinkedIn Job Alerts? Why should you use them?
9. How can you use LinkedIn if you are currently unemployed? How will you show up in the LinkedIn search results? What should you do?
10. Why should you focus more on your skills and not so much on your job titles when using LinkedIn?

### LinkedIn Profile Tips - Questions

1. What kind of photo should you use for your LinkedIn Profile? Why should you not use an everyday photo of you and your friends?
2. What should you include in your profile title? The video mentions adding keywords to your profile title. Why should we include keywords? If you are using LinkedIn to find an accounting job, what kind of keywords can we use?
3. What two things are going to entice someone to visit your LinkedIn profile?
4. What is a cover image on your profile? What are two strategies video mentions to make your cover image stand out?
5. What is your profile summary? Why it is important? What are the three things that your LinkedIn profile should do?
6. How can you find the actual keywords that potential employers may use to find you on LinkedIn? Give an example of how to do this.
7. Why is it important to not include too many skills on your LinkedIn profile? How can you find the best skills to list?