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## Video Transcripts

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### LinkedIn: Part 1

This series will be focused on developing your LinkedIn profile. LinkedIn is a professional networking platform that allows users to showcase their personal brands online. Too often we fall back into thinking that the only time we should network is when we are looking for a new opportunity or job. Instead we need to remember that any time you meet or talk to someone is a chance to enlarge your networking group. Networking is a two-way process and conversation you must be willing to give in order to receive, we all need to be willing to initiate these conversations and stay active within them in order to help steer the conversation to benefiting all parties. LinkedIn allows you to maintain a connection with those in your network and maintaining these relationships is absolutely vital. Each person's situation may be different, but it is important to keep your relationship with these individuals and groups alive. This can be accomplished in many ways. You can send notes, holiday cards, reach out via social media, invite them to social gatherings or just talk on the phone. LinkedIn is the standard now for professionals to networking with other professionals and acquiring leads. LinkedIn is an effective networking tool that makes it easy to keep track of who you know and when the last time you connected with them was? If you already have a LinkedIn profile and are not particularly engaged

I hope this series inspires you to leverage the platform. This series will be delivered in three parts, part one will cover an overview of LinkedIn and the professional importance of having a LinkedIn profile. As you can see from this graphic the scope and reach of LinkedIn is pretty staggering, 48 plus million users in China, 60 plus million users in India, 190 plus million between Canada, the US, and Mexico and 201 plus million users across Europe. I share this graphic for a few reasons. No matter if your professional status circles, there are literally millions of potential connections to be made.

If you have a LinkedIn profile but are not particularly engaged

I hope this inspires you to leverage the platform. If you do not have a LinkedIn profile, now is the time we are no longer held back by oceans and lack of technology, we can develop a global network of connections and have the opportunity to share our expertise with the world as well. According to LinkedIn, LinkedIn is the world's largest professional network in over 200 countries and territories around the globe. Students and recent graduates are the fastest growing and most highly engaged population. Why do we want you to join this professional networking site? The first reason is networking, no longer do you need to hold onto business cards you may have collected at events or meetings. Allow LinkedIn to keep track of that information for you.

Many business professionals use their LinkedIn account to build a professional network and stay connected. If you have clinical or practical experience, you are exposed to a wide range of professionals. LinkedIn is a great way to connect professionally with those you meet and allows you to showcase your professional image. It also allows you to stay informed. You may not always have time to conduct your own research, but LinkedIn can help you stay current in industry trends and information that your network is sharing and discussing. You can follow industry groups, professional associations, and specific companies to see up to date information and gain insight about what is happening with their organization.

You can also use LinkedIn for recruitment. Consider LinkedIn as an extension of your resume. It is a place to showcase your skills and experience. You can upload files, examples of your work and add color and creativity to the background screen behind your photo. Recruiters are using LinkedIn to search for qualified candidates. They are also using this in the hiring process to learn more about applicants. If you have a robust LinkedIn profile with language that matches job descriptions, you will appear in the recruiter search. LinkedIn is also greatly expanded their job search abilities, so this should be a resource as you look for a job as well.

Many companies are posting jobs on LinkedIn, in addition to their company websites. Why should you have a LinkedIn profile if you have a resume? Well, they aim to showcase different aspects of your professional identity. While your resume may have limited space. You may add additional information to LinkedIn, lead potential

recruiters and employers to the online identity you want them to see. Your LinkedIn profile can relay your professional brand it will evolve over time and it's not constrained by brevity. You can have much more information compared to resume on your LinkedIn profile, whereas your resume is used as part of a job application and it's targeted based on role or company where you are trying to apply and it should be succinct.