LINKEDIN

LinkedIn

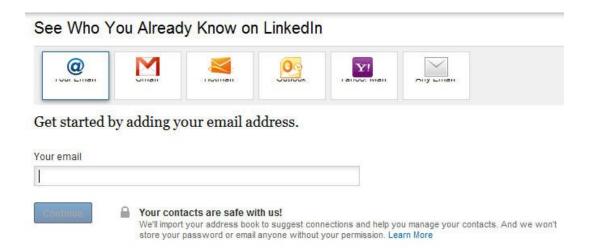
- One of the most important social media platforms for job searching and networking.
- It is imperative to have one as you job search!

What is LinkedIn?

- LinkedIn is a business-oriented social networking service.
- Most of the site's revenue comes from selling access to information about its users to recruiters and sales professionals

LinkedIn Connections

You can use your email contacts to get connections!



LinkedIn

- Go to <u>www.linkedin.com</u> and create a profile!
- Explore the website a bit and complete this lecture!

LinkedIn Recommendations

- Start off by asking people you have worked under or with to give you recommendations.
- Thank them and if possible return the favor by recommending them back.
- You can also ask professors and teachers to leave recommendations for your education.
- Again, only ask people you personally know!

LinkedIn Skill Endorsements

- Having scores might give your profile an edge.
- Recruiters sometimes keep an eye out for these.
- They're actual usefulness is debatable, different people vary their perception of the seriousness of an endorsement.

LinkedIn Following

- You can follow people on LinkedIn
- If you produce content (blog posts, articles, new code, etc...) you can post it on Linkedin to your followers!
- They will see it in their feed and get notified.
- You can also add a "follow me" button to your personal website!

LinkedIn as a Job Search Tool

- LinkedIn has its own job hunting platoform!
- Check it out at www.linkedin.com/jobs

LinkedIn Premium

- LinkedIn Premium allows you to InMail people (such as recruiters).
- Allows you to connect with and contact recruiters directly.
- Gives you improved information in LinkedIn's Job Search tools.
- One month free trial.

Discussion Etiquette

- Please be polite and thoughtful when posting your LinkedIn Profile to the discussion boards.
- Feel free to post if you genuinely need help, and try to give honest feedback to others.
- However don't just spam the boards with your profile!

LinkedIn Homework

- Create a LinkedIn Profile
- Update your picture
- Complete your profile information
- Get 10 connections
- Get a connection to a recruiter