

# LINKEDIN



# LinkedIn

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- 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!

See Who You Already Know on LinkedIn



Get started by adding your email address.

Your email

Continue



**Your contacts are safe with us!**

We'll import your address book to suggest connections and help you manage your contacts. And we won't store your password or email anyone without your permission. [Learn More](#)

# LinkedIn

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- Go to [www.linkedin.com](https://www.linkedin.com) 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

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- LinkedIn has its own job hunting platform!
- Check it out at [www.linkedin.com/jobs](https://www.linkedin.com/jobs)

# LinkedIn Premium

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- ❑ 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

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- ❑ 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

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