



1. LinkedIn is the most widely used professional social media network available today.
2. It is an opportunity for business corporates and individuals to build a relevant carrier network.
3. It is essential for every student who plans to enter into the corporate realm to have an account on LinkedIn. While facebook and Instagram are used for personal growth, LinkedIn helps to improve professional outlook. **Some of the benefits are:-**
4. *LinkedIn helps to build a network with people in one's career choice. They might be classmates, friends, or faculty members.



5. *Once the process of making connections begins, one can gain recognition. Well written LinkedIn recommendations from professors or individuals with whom student has interacted or worked in a particular field can open new career opportunities down the line.



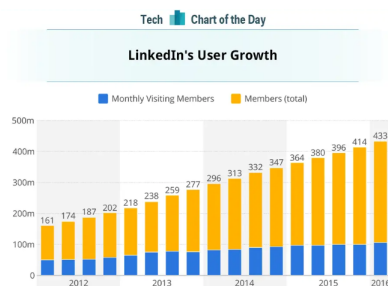
6. *One's LinkedIn profile acts as a branding tool. It allows people to share their thoughts, ideas, and insights into specific issues or interests. Such sharing helps future recruiters to know about your knowledge and passion.



7. * Students studying abroad or away from home tend to look for internships and jobs. LinkedIn is a powerful tool that helps to find a job quickly. It shows job links that are compatible with one's profile.



8. * Moreover when one updates their LinkedIn profile or experiences, their network is automatically informed about new developments. Such automated notification brings attention and awareness to the individual concerned. LinkedIn also provides a platform for research, helps to learn, and upskill oneself.



9. Now here are some of the ways to optimize a LinkedIn profile for students.

- Decent profile picture
- Appealing headline
- Professionalism in the about section
- Show off your education
- Volunteer experience
- Showcase skills
- Projects and courses

- Share industry relevant content.

10. Thus LinkedIn helps to stay ahead in the competition of the corporate world. It is one of the best places for students to invest time.