



Quick Tips: Why Be LinkedIn

BASIC TIPS:

- It's estimated that approximately 94% of recruiters use LinkedIn to learn about job candidates and find out more about who you are.
- LinkedIn allows you to showcase your course work, community service, and other skills that traditionally may not have been included in your "professional experience."
- Use your LinkedIn profile to show more of your personality. You can add work samples, slideshows, photos, and imagery to showcase the value that you can bring to an employer.
- Connect with alumni from your college/university on LinkedIn to start building your network. They will often take an interest in you since you share a common bond that you attended the same school.