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| [Graphic: Why Be LinkedIn] |  |
| [Graphic: Junior Delgado  *Career Center Director*  *Westfield State College*] | I believe in today’s day and age, social media is absolutely critical for any student coming out of college. And I think right now LinkedIn is unbelievably because it is taking off. |
| (Junior) | You’re able to create a profile online, talk to individuals about who you are, what you’re looking for, what are your areas of interest. |
| (Junior) | And so if you interested in marketing, if you’re interested in business, if you’re interested in sales, any area that you can think of, alumni associations as well for your different institutions all belong to LinkedIn. |
| (Junior) | You can join those organizations and something that I found to be very beneficial, when you join these organizations they’re similar to blogs, where they send out periodic emails. You can receive them weekly, you can receive them every day, and many of these emails have jobs attached to them. |
| (Junior) | So it’s interesting when you look at them and you see the Marketing Association and you see nationally sixty seven jobs listed. That normally you wouldn’t see in most other places. |
| (Junior) | So LinkedIn is critical. And I believe it’s becoming the future and the way that we look at jobs and opportunities, especially at the networking end. |