

MODULE 3 – LINKEDIN TIPS

LinkedIn is a professional networking platform - <https://www.linkedin.com/>

Why joining?

- LinkedIn is the destination for students and recent grads to find internships and jobs
- You can use LinkedIn to apply for jobs and search for potential employers
- LinkedIn is an easy way to establish an online presence that people can see when they search for your name in Google

First steps

- Create a profile
- Use a professional picture
- Write your introduction
- Write an eye-catching summary
- Add your education and your experience
- List your skills
- Include keyword
- Proofread, proofread
- Start connecting with people

How to be an active LinkedIn member

- Update your status frequently
- Build connections constantly - always look for connection opportunities
- Join and participate in LinkedIn Groups - pick three groups that make sense for you to be actively involved and add value as a member
- Share your thoughts - the key is to share news, articles and insights that are relevant to your connections
- Share and comment on the updates of your connections at least every other day
- Send an invitation to connect to at least one new person per week
- Participate in LinkedIn Group discussions at least once a week
- Comment on profile updates from the companies you follow on LinkedIn once a day

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