

The WHY?



Research ► Follow ► Connect to:

- Interviewers
- Employees
- Companies

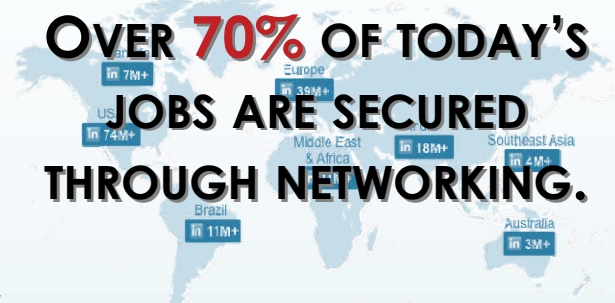


- Allows companies to see more than just your resume
- Keeps your network in the loop on your job search
- Helps recruiters discover YOU!
- Showcases your computer/technology abilities
- Shows employers you are current, effective and accepting of change

200,000,000+

registered members press.linkedin.com/about

OVER 70% OF TODAY'S JOBS ARE SECURED THROUGH NETWORKING.



~ US BUREAU OF LABOR AND STATISTICS 2010

LinkedIn Do's

- Complete profile 100%
- Follow industry leading companies, groups and professionals
- Build connections to family, friends and professionals
- Add or change your photo
- Craft a compelling summary
- Don't forget to include any **relevant** volunteer experience
- Have a relevant and dynamic skills section
- "Endorse" others and give "recommendations"

LinkedIn Don'ts

- Don't have an unprofessional photo
- Don't Have TYPOS or MISINFORMATION!
- Don't be vague or generic with your title
- Don't send generic connection invites

The WAY...

Tips

- Search the "Careers" tab on any company profile page to tap into your connections at that company
- Filter your searches by location, school, degree, etc.
- Throw in keywords from your industry/occupation to make it easier for recruiters to find you

"IN" SECURE?



ALWAYS log off accounts if you are on a public computer

Monitor privacy settings

Use caution when you click links

Be selective about who you connect with

Assume everything you post is permanent

Know what you've posted about yourself



The **WOW!**



