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## Quick Tips



What is LinkedIn? It's the world's largest professional network, with over 80 million members and growing—members who are quite possibly looking to hire someone with exactly your skills and experience. It's also a powerful tool that lets you connect you to your trusted contacts and help you exchange knowledge, ideas, and opportunities with a broader network of professionals.

So, how can you make the most of what the LinkedIn has to offer?

- Tip 1:** Create a 100% complete profile for yourself. A complete profile gets noticed and acts as a great, interactive virtual business card. You can find tips at <http://learn.linkedin.com>. Make sure your profile is informative, and that it highlights your areas of expertise.
- Tip 2:** Recommend classmates, colleagues, and others you've worked with. Recommending people is a great way to get your own recommendations and build your profile.
- Tip 3:** Be as visible as you can be. Update your status often: mention events you are attending, projects you are working on, and any other professional news. Join relevant groups and weigh in on discussions. Connect with people.
- Tip 4:** Ask and answer questions. LinkedIn's Answers feature allows you to seek advice from around the globe, as well as to chime in on your areas of expertise.
- Tip 5:** Learn about employers. Before an informational interview, job interview, or networking event, check the background and interests of the people you're going to meet. You can also look at the Company Pages for information on the organization.

### Resources:

- What is LinkedIn... and why should I join?: <http://tinyurl.com/295wa4z>
- Tips on building your profile: <http://tinyurl.com/2e67ozy>
- Managing your e-manners: <http://tinyurl.com/29xcwzq>

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