



## Quick Tips: Why Be LinkedIn

### **BASIC TIPS:**

- Social media is critical in today's job search world. Many employers use LinkedIn for recruiting and communicating so they will likely note if you are a part of this professional community.
- On LinkedIn, you can create your own profile and talk to individuals about who you are, what kind of position you are seeking, and what your areas of interest are.
- A multitude of associations, organizations and employers use LinkedIn. You can join those organizations that are specific to your interests and receive emails with potential job offers that may interest you.
- With LinkedIn, you can reach well-connected professionals in your field of interest and expand your network.
- LinkedIn can also help you learn information about a company before you interview.