



PROFILE TIPS & NETWORKING STRATEGIES

ARE YOU **LinkedIn**?

ARE YOU LINKEDIN?

The LinkedIn logo, featuring the word "LinkedIn" in a blue, sans-serif font with a blue square icon containing a white lowercase "in" to the right.A blue starburst graphic with a white outline, containing the word "OUTLINE" in black, uppercase letters.

OUTLINE

- **LinkedIn Vs. Facebook**
- **Is there a difference between the two?**
- **Why Be LinkedIn?**
- **10 Reasons why LinkedIn is important**
- **Helpful Tips on creating a Strong Professional LinkedIn Profile**

IS THERE A DIFFERENCE BETWEEN LINKEDIN AND FACEBOOK?

LinkedIn is a professional networking site with 300 million+ members. You can manage your professional identity, build and engage with your professional network. Also, access knowledge, insights and opportunities.

Facebook has more than 1 billion users, and is the world's largest social network. Which make it easy for you to connect and share with your family and friends online. However, you must be careful regarding what you post..., don't allow your Facebook post get you in trouble with the boss/future boss.



<http://linkhumans.com/blog/tips-linkedin-profile>

THE DIFFERENCE BETWEEN THE TWO



LinkedIn

- **LinkedIn** is a social network, primarily centered around careers, and it enables users to connect and share content with other professionals, including colleagues as well as potential employers, business partners, and new employees.
- Designed more for business and professional networking and offers a profile and options to network in a business sense.



Facebook

- **Facebook** is a social networking site used to connect with a variety of people — your friends, family and those you work with, go to school with, etc.
- Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University.

WHY BE LINKEDIN...?

- It's estimated that approximately **94%** of recruiters use LinkedIn to learn about job candidates and find out more about who you are.
- LinkedIn allows you to showcase your course work, community service, and other skills that traditionally may not have been included in your “professional experience.”
- Use your LinkedIn profile to show more of your personality.
- Connect with alumni from your college/university on LinkedIn to start building your network.

10 REASONS WHY LINKEDIN IS IMPORTANT

- **Personal Branding**
- **Create Awareness & Improve Reputation**
- **Join a Large Network**
- **Increased Opportunities**
- **Industry Groups**
- **Up-to-date Resume**
- **Read the News Feed**
- **Leadership & Influencer Marketing**
- **Listening & Gaining Insights**
- **Word of Mouth**



TIPS FOR CREATING YOUR PROFESSIONAL PROFILE



- **Customize your Public Profile URL** — *more professional URL address by customizing your profile*
- **Professional Photo** — *shows personality; keep it professional*
- **Show Work Sample** — *showcase different projects (summary, education, experience, etc.)*
- **Find a job through LinkedIn's job board** — *allow you to search for jobs by keywords, industry experience level*
- **Get Endorsed for your skills** — *connections can endorse your skills listed or recommend one NOT listed*
- **Employers recruit new talent** — *by reviewing your resume, skills, connections, and recommendations*



BUILD A STRONG LINKEDIN PROFILE



A LinkedIn profile is similar to a work resume, where you display your past education information, work experience, skills, current work position and profile picture.

Use keywords - Many employers search by keywords (technical terms and skills).

Write short text - describe your skills and abilities; use bullets to separate information.

List all your experience - LinkedIn helps you connect with former colleagues and networking contacts who may be able to help you find a job opportunities.

Refresh your news - LinkedIn is one place for job seekers to network their way to the next opportunity.





is the world's largest professional network:



**Get the latest news, inspiration, and insights
you need to be great at what you do.**



https://www.careerspots.com/secure/Individual_Video.aspx?key=CqFuyuFAtEAtaioyTTvm3Q2



CONNECT. FIND. BE FOUND.

POWER YOUR CAREER.

LEARN AND SHARE.

