

## **Top Reasons to Link into LinkedIn**

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1. There are apps available on LinkedIn that allow you to upload presentations, creative multimedia projects, portfolios, or other items that will allow future employers to see your work firsthand. Make sure any document or presentation that you upload has been thoroughly proofread and is a polished final copy.
  - a. Events will provide you with events other people in your industry are attending including professional development workshops and networking events.
  - b. SlideShare will allow you to upload class projects or research presentations onto your LinkedIn page.
  - c. Reading List by Amazon allows you to search for books other people in your industry are reading.
  - d. Portfolio display allows for you to showcase multimedia presentations.
2. Articles appearing on your site can be specialized for the types of industries or topics in which you are interested, providing you with a constant source of new information.
3. Share stories on your status updates to share with your professional contacts. For example, you can say "I am currently searching for a summer internship. Would anyone have any suggestions to begin my search?" or "I am looking for a professional conference to attend in North Carolina in the Higher Education Industry, does anyone have any suggestions?" or "I am attending the NCCPA conference next month, will any of you be attending?".
4. You can go to a specific company's page and see if any of your contacts work there or know anyone who works there. If you do know someone who knows someone, your contact can introduce or recommend you to their contact at that company to create a connection.
5. Companies post jobs, news, and links, so if you are looking for a job at a specific company, this is a great place to start your research.
6. Optimize your URL to increase the chance that your profile will land higher on a Google search. Future employers may – and probably will – Google, Yahoo, or Bing your name to see what comes up. More than likely your Facebook will be the first result, so make sure you keep it clean and free of distracting or unprofessional photos, statuses, or events. LinkedIn will be one of the higher websites shown, giving your employer the chance to look at your professional page over one of your unprofessional or social pages.
7. You can join groups related to your industry, sometimes even if you are not a part of the professional organization. There are hundreds of groups designed specifically for your industry, and by exploring those sites, you can find out what types of trends people in the industry are facing, meet other professionals, or even see job postings.
8. Add any professional contact that you meet at professional conferences or social networking events. Unlike Facebook, LinkedIn gives you the opportunity to connect with these people on a more professional level.
9. Research someone who currently holds your dream job. See what experience and skills that that person has and try to replicate it. This will give you some insight as to the steps that you need to take to eventually end up in your dream job.
10. You can upload your résumé, and it will fill in your profile in for you.

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[http://www.wcu.edu/WebFiles/PDFs/June\\_2012\\_Career\\_Journal.pdf](http://www.wcu.edu/WebFiles/PDFs/June_2012_Career_Journal.pdf)

11. You can add your coursework to give employers a clearer picture as to what academic preparation you have achieved.

12. If you are applying for a job, you can see a list of everyone who has searched for your profile. If one of the people who interviewed you has looked at your profile, you know you are in a good running for that position.

13. Combining your LinkedIn account with your WCU Jobcat account will produce more than 50,000 available positions.

14. The service is free.