



## LinkedIn – Get Started



### WHY LINKEDIN?

LinkedIn is a networking tool, based on the principle of social reciprocity, and a job search app. It's professionally focused and widely adopted in the business sector.

Here are three reasons to construct your LinkedIn profile:

1. **To get connected to be interviewed.** More than 75% of jobs are filled through networking. Knowing a company employee alerts you to job openings earlier and you are more likely to get an interview.
2. **To learn about your industry from experienced professionals.** Many professionals post interesting and informative content.
3. **To boost your online presence.** If an employer likes your resume, they will probably look for you on LinkedIn.

### TAKE ACTION

- Create a profile.** You can create yours in under 30 minutes.
- Add contacts.** Make connections with professionals in your field of interest. In addition to clicking the "Connect" button, add a brief personal message about why you would like to connect. Consider adding Redeemer Alumni, family friends, former co-workers or supervisors from jobs or volunteer positions. Aim for 100 non-student contacts by graduation.
- Research careers.** Find people/jobs/groups etc. in the advanced search bar at the top of the page. If you search for Redeemer University you can click on the [Alumni tab](#) to find specific criteria (where they live, where they work, what they do, what they studied, etc.) to investigate various career pathways.
- Follow groups and companies.** Stay updated on all the latest news, industry trends and hiring opportunities.
- Post content.** As with any social media network you need to be active. You could post about a current project, an article, or relevant book you have read. Be wise about your posts as employers, industry peers and professionals are the majority of your audience.

