



**FOUNDATION FOR EXCELLENCE**  
Nurturing Brilliance ★ Transforming Generations

The topic of this month is “LinkedIn”



LinkedIn is your professional face to the business world. It can be used to connect to other professionals and build network. Do not post inappropriate things. Put your best foot forward. You are creating your own personal brand and this is your sales letter to the future employers and to the world. LinkedIn is a valuable tool for helping students build their career.

Here are a few advantages of joining LinkedIn:

- **Build your professional network.** It's never too early to start building a network of professionals. You can link to classmates who are in your major. Ask professors who are in LinkedIn to write a recommendation for you. Linking to professors ensure that you will stay connected with them even after you graduate.





- **Check out career paths.** Find people who are in LinkedIn who are already employed in your desired profession. Following their profiles can give you insights to become successful.



- **Prepare for interviews.** When you have a job or internship interview, review the profile of the person who will interview you. Having this background knowledge will help you during the process.



- **Get referrals.** Networking is all about who you know and who those people know. If there is someone in LinkedIn that you would like to meet, ask a mutual acquaintance for an introduction.



- **Land internships or jobs while in College.** Is there a company that you would like to work for or an internship that interests you? LinkedIn can help you find a common connection to someone at that place of business.



- **Connection with Other Students:** Colleges students can also use LinkedIn to network with the Alumni. This gives a wonderful opportunity to find out how they found a job or got hired by an employer.





- **Join a group.** LinkedIn automatically shows you groups you may like to join based on the information in your profile. As a member of the group, you have access to thought leaders and experts in your industry.



With LinkedIn, you will be a step ahead of your competition. You will have a good network of associates. You will have insider information about people in your profession. You will have knowledge about a wide variety of companies. You can land the job of your dreams quicker by having a LinkedIn account.

**Get one now if you don't have one!**

Students please follow us on 

### **Resources:**

1. [The Ultimate Guide to LinkedIn for Students](#)
2. [LinkedIn Tips for Students - New Grads](#)
3. [Ted Talks on The Hidden Influence of Social Networks](#)
4. [Ted Talks on The Future of LinkedIn](#)
5. [Video on LinkedIn for Students](#)

**Connect with Us:**

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