DON'T EVEN KNOW WHAT LINKEDIN IS? LET US FILL YOU IN
LinkedIn is a business and employment-oriented service that operates via websites and mobile apps. It is mainly used for professional networking, including employers posting jobs and job seekers posting their resumes. As of 2015, most of the company's revenue came from selling access to information about its members to recruiters and sales professionals. (Is that not interesting?)

SPEAKING OF NETWORKING
- LinkedIn had 590 million registered members in 200 countries, out of which more than 250 million active users.
- 145,000 are Boulder graduates!
- LinkedIn allows members to create profiles and "connections" to each other in an online social network which may represent real-world professional relationships. Members can invite anyone to become a connection.

JOB HUNTING OR BEING HEAD HUNTED
Jobs are posted regularly by some of the main companies and organizations in the world. You can post and submit your resume directly on LinkedIn. You can include in any other applications your LinkedIn link.
9 of 10 employers or recruiters use LinkedIn to look for the right candidate.

How about being headhunted instead of job hunting?

HOW CAN YOU MAKE USE OF THIS POWERFUL TOOL?

1. Create a strong profile or get to work on the one you already have and have forgotten about!
Your LinkedIn profile is a page on which you may list information like job experience and professional skills. However, unlike many other social networks, it's important to complete your profile to the best of your ability — especially if you're using LinkedIn for the job hunt. LinkedIn measures your "profile strength" from 0-100%. The higher your profile completeness, the more likely you are to appear in search results. A good profile is a combination of good branding and search engine optimization (connections, network and key words). A great professional picture, headline, summary etc.

2. Connect Connect Connect
Don't hesitate to hit the "connect" button. Do not neglect writing a personal note along with the connection request. Explain why you'd like to connect with that person, it's that personal touch that can be the difference between your request being ignored or accepted. Hit "connect," but write a personal note first.

3. Join Groups
LinkedIn groups are spaces in which professionals and experts can share content, ask for advice, post or search for jobs and network with others. Groups are tailored to brands, associations and societies, support groups, causes, publications and industries in general. You often need to send a request to join a group.

4. Keep an eye on companies you are interested in
Just as you have a personal profile page, many companies also have one on LinkedIn. You may choose to follow the activity and updates of companies on LinkedIn. Company pages contain general information, such as a business overview and list of employees. Many companies also choose to list job openings on their pages, and some even encourage applicants to apply through LinkedIn!

5. Share content
If you want to grow your LinkedIn community with quality members, you should not limit your LinkedIn presence to your profile, one way to captivate the attention of others is to put out content. Whether it's an article, a post or a video, put yourself, your knowledge and your experiences out there. This will ensure more engagement from your existing network and new connections.

6. Take Your Connections Offline
Why not grab a cup of coffee together or meeting at a networking event? Once you've built a relationship with a local connection, make some time to meet that person in the real world. That's a great way of building community with people in your field of interest in your area and who knows what can be born out of these connections?

7. Be creative
Find the many other ways LinkedIn can be a valuable tool not only in your job search but also in your future professional career. There are many articles on the Internet on how to use LinkedIn most effectively.