

# Networking with LinkedIn

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## What and why?

- LinkedIn is an online professional network with over 120 million members worldwide
- In NZ, there are over 460,000 accounts (Sep 2011)
- Keep in touch with people you've met
- Showcase your experience
- Find out about career opportunities
- If you are a hiring manager – potential applicants can inquire about jobs
- Provide or receive references and recommendations
- Stay up to date with industry news
- Ask the community questions (or indeed answer them!)

## Who?

- Link up with friends, suppliers, clients, former colleagues, potential hiring managers and agencies

## LinkedIn Profile Essentials (for more visit: [learn.linkedin.com/profiles/overview](http://learn.linkedin.com/profiles/overview))

- An informative profile headline – a quick way for people to understand who you are
- An appropriate photo – the ones from the weekend aren't always suitable!
- Summary Statement – an overview of what you do, your industries and specialties
- Work experience & education – demonstrates your credentials and helps you to be discovered by people you've met in the past

## Get active

- Find connections through companies, institutions and interest groups
- Ask for and/or provide recommendations
- Share status updates – events you're attending, books you're reading, projects you're working, interesting articles you've read
- Participate in discussions