

What is LinkedIn and why do I need it



Did you know that LinkedIn, the professional social networking platform, has actually been around longer than Facebook, Twitter, Snapchat, and Instagram? But it's more relevant now than ever.

Why? Because it is the largest professional network in the world and hosts more than 500 million professional profiles worldwide, with over 9 million LinkedIn users in Australia. This means nearly an unlimited supply of network connections and job opportunities. From seeking a new job to maintaining your personal brand, connecting with work friends. Think of it as your online Resume.

Here are reasons why you need to create a LinkedIn profile. Plus it's free, and it only takes about 30 minutes to create a profile.

You can tap into its powerful job board

You can search the job board — and even apply to jobs — through the networking platform. Search jobs by keywords and location. Even if you're not actively seeking new employment, you can set job alerts based on your career interests to regularly receive email updates and stay in the loop. With LinkedIn's premium account, you can access more information about job openings, but it does cost a monthly fee.

You can build your brand

Just like companies build their brands, it's important for you to build your professional brand. How do you stand out? What makes you marketable? LinkedIn is a simple way to put your name out there. Upload a professional profile picture and a summary that emphasizes your strengths and showcases your personality. When recruiters, employers and co-workers peruse your profile, they should be able to gain a strong understanding of who you are and what skills you bring to the table.

It can help rank your name on Google

Chances are, if you apply for a job, one of the first things an employer will do is google your name. If you've never Google'd yourself, now's the time. What pops up on the first page of results? Here's why LinkedIn is important: Ranking on Google's first page can be difficult, but LinkedIn is a well-known and powerful network — and Google's into it. Because of that, it's typically easier to get your LinkedIn page to rank on Google. If your LinkedIn profile is the first thing a prospective employer will see, then maybe it's time to get one.

It maintains your list of contacts

Rather than keeping a whole pile of business cards or adding email addresses to an outdated address book, add people on LinkedIn when you meet them. Keep them in your connections so one day you can reconnect when the time's right.

You can research companies and its employees

These days, many companies maintain their own LinkedIn pages where they'll update company information, share company news and insight, and showcase current employees. If the company knows what it's doing, you should get a good, solid feel for its culture and its people to make sure it's a fit for you before diving into the interview process or accepting a job.

Network, network, network!

LinkedIn is such an important networking tool. Even if you're an introvert and hate networking events, you can still foster meaningful LinkedIn connections. You can find out where your friends work and keep up to date with their career changes and build a relationship with mutual connections, people in your field of interest, and even your greatest role models. Create more opportunities by joining groups and discussions on various topics that you are interest in. Companies can headhunt, and contact you faster and more accurately.

LinkedIn for students

The minimum age to create a LinkedIn account is 14 in Australia.

LinkedIn for students provides great resources to let students know the benefits of a LinkedIn profile and presence. There is information to help get you started with tip sheets and videos on building a profile, job hunting, communicating and networking.

<https://university.linkedin.com/linkedin-for-students?trk=micro-mktg-stu-us-more>

To create a LinkedIn profile click here <https://au.linkedin.com>