



### **7 Reasons Why You Should Be on LinkedIn**

What? You're not on LinkedIn yet? What are you waiting for? These seven reasons outline why you should be on the social networking site.

1. **Because That's Where The People Are.** LinkedIn is the number one social network for professionals — and, arguably, the most important website for jobseekers — with more than 650 million members worldwide. Not only are people you know already on the site (friends, family, co-workers, colleagues), but so are people you should get to know — recruiters, hiring managers, and your future co-workers.
2. **To “Dig Your Well Before You're Thirsty.”** In his book of the same name, author Harvey Mackay advocates building your network before you need it — and joining LinkedIn now gives you time to build your network of connections.
3. **To Strengthen Your Offline Network.** LinkedIn helps you keep track of people you know “in real life” — what they are doing, where they work now, and who they know.
4. **To Reconnect With Former Co-Workers.** Sometimes it's hard to stay in touch with the people you used to work with — making it difficult to find them when you need them (say, to use as a reference in your job search). LinkedIn allows you to search contacts by employer, so anyone who listed that company in their profile can potentially be found in the search.
5. **Because You Can Establish Yourself as an Expert.** One of the ways to be seen as a thought leader in your industry is to increase your visibility. A great way to do this is

to write articles using LinkedIn Publishing. Anytime you post articles or a status update, these updates will be available in your profile, so people looking for you can see that you are actively engaged in this online community.

6. **To Be Found as a Passive Candidate.** Having a robust LinkedIn profile — filled with your accomplishments and strong keywords — will lead prospective employers to you, even if you are not actively looking for a job. Recruiters especially are always searching LinkedIn to find candidates to match their search assignments.
7. **Because Your Presence on LinkedIn Can Help You Be Found Elsewhere Online.** It's common practice for hiring managers and recruiters to "Google" job candidates, and your LinkedIn profile will likely appear high up in their Google search results. A strong LinkedIn profile can enhance your candidacy, especially if you have a solid network of contacts, at least a few Recommendations, and you've supplemented the basic profile information with things like lists of your certifications, languages you speak, honors and awards, and/or your professional portfolio.