



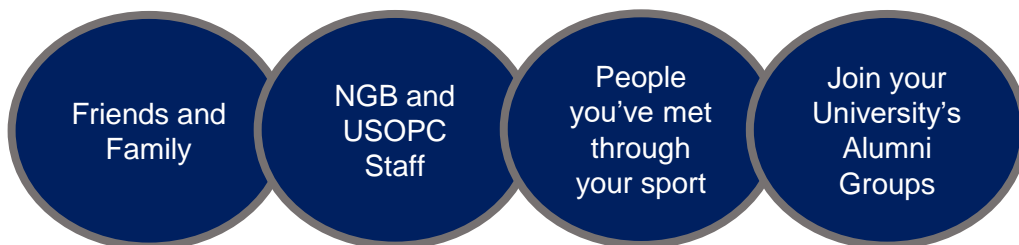
## LEVERGING LINKEDIN

LinkedIn is an important tool to help you advance in your career. Check out these tips for how to use LinkedIn effectively.

- **Just Do It!** There is no formula to LinkedIn, just get on the platform and start engaging. Think of it as a personal website you don't have to pay for.
- **Put yourself out there!** You'll never know what opportunity could be around the corner if you don't send that connection request.
- **The search bar is your friend.** Type in words and start finding people to connect with; search groups, content, people and companies.
- **Professional Stalking.** Use the app and just start scrolling like you do with IG, Facebook, Twitter etc. Start liking, commenting, and reviewing other pages.
- **Build your network from within.** Start looking at who you are connected too, then who are they connected too and start putting some pieces together from your own network.

### Stuck on who to connect with?

*Start with people in your immediate network...*



*...then consider your goals*

#### Seeking part-time work?

Connect with recruiters and human resource professionals.

#### Seeking a sponsorship with a company?

Connect with staff at that company who work in product management, brand partnerships, social media, etc.

#### Have a passion project that you want to pursue?

Connect with others who are working on similar projects