

### RESEARCH BITE #23

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RE: LinkedIn©

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Make the most of your professional life. Manage your professional identity. Build and engage with your professional network. Access knowledge, insights and opportunities. The easiest way to do this is through LinkedIn©. LinkedIn© is a business-oriented social networking service.

The first thing to do is set yourself up with a profile. LinkedIn© allows you to post your resume online. Colleagues and potential employees can view your skills and experience at a glance. You can set your account to be notified about job postings. Potential employers from jobs that you don't even know about may contact you after they read your profile.

In addition, you can also display your social networks by inviting people to join your network. People in your network can endorse your skills. Former colleagues that may have lost track of you can easily find you and where you are employed through LinkedIn© and reconnect with you.

LinkedIn© is free to join. You can sign up for LinkedIn© at:

<https://www.linkedin.com/uas/login>



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