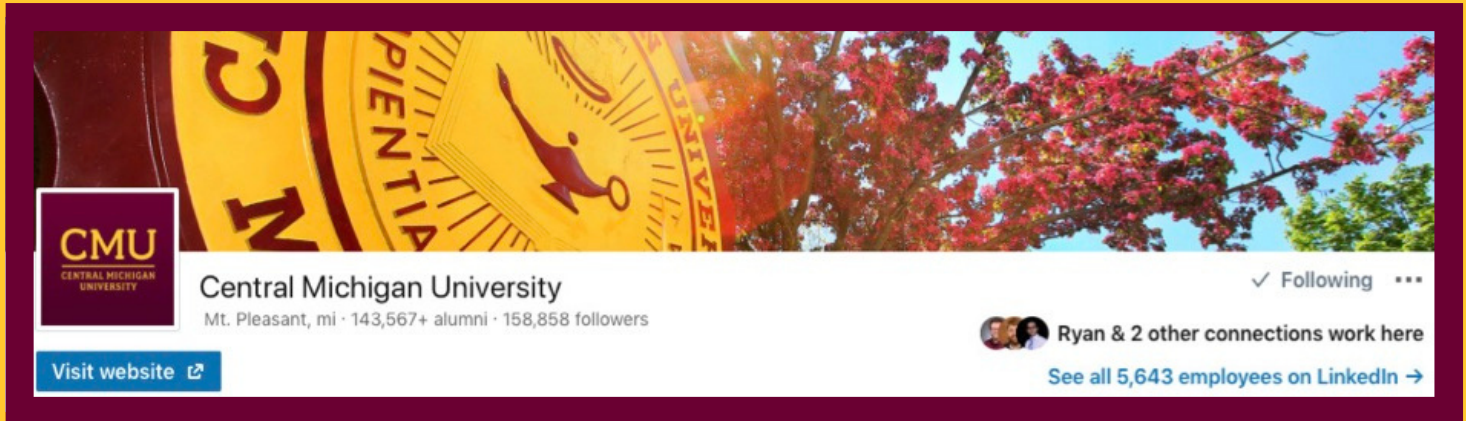




## Utilizing LinkedIn



To best utilize LinkedIn, follow these five basic steps to **research, discover, and connect**:

- 1** Develop an engaging, original, and clear summary of who you are.
- 2** Search for people you may know and connect with them. Try using the "Alumni" search to connect with fellow Central Michigan University graduates in your field of study.
- 3** Send your contacts inMail to network professionally.
- 4** Join groups based on skills, interests, and industries.
- 5** Search job and internship postings.

### LinkedIn



Your LinkedIn profile is one of the most valuable pieces of real estate you have when it comes to showcasing your authentic, genuine, and amazing self. As a job-seeking candidate, you will be able to research people and employers by industry that will help you develop and build your own network. Employers will also be able to view your information by conducting keyword searches and seeking out profiles that match those searches.