

10 Reasons why you should make your LinkedIn account while in college

You've probably heard of LinkedIn. It's that website you may have heard your parents or professors talking about. While most business professionals use LinkedIn, it's never too early in your career to start an account. LinkedIn can have many benefits for students as well.

1. Build your professional network early

It's always good to start networking early in your college career. Start by adding your friends and classmates, you'll probably be working with them someday. Then add your professors, as you may want to ask them for a recommendation one day. Once you meet more professionals during college, you can ask to add them on LinkedIn.

2. Prepare for interviews

When you're going in for a job or internship interview, search for the person who is doing the interview on LinkedIn. Search the company you are interviewing more and learn more about them. Your knowledge will impress the person who is interviewing you.

3. Search for jobs

Whether you're looking for your first adult job out of college, or you're looking for a part-time retail job, LinkedIn has got your back. You can easily search for any kind of job on LinkedIn, in any region you want.

4. Get referrals

If there is a professional on LinkedIn you would like to meet, ask a mutual connection to introduce the two of you. It could be very beneficial to your career.

5. Check out career paths

Check out profiles of people on LinkedIn who are in your field of study. Examine their profiles. What organizations were they a part of? What did they do while in college? What did they do after college? See what they did to become successful.

6. Gain connections with other conference attendees

Are you planning on attending an academic or professional conference in the future? Connect with other students there. You might be working with them one day. Who are the speakers of the conference? Talk to them and ask if they are on LinkedIn. They may help you find a job in the future.

7. Extend your resume

When applying for jobs or internships, you'll probably send a one-page resume to cover all the basics. LinkedIn allows you to share more information with potential employers. They are able to see all of your accomplishments. You can list all the organizations you are involved in, the classes you've taken, projects you've been a part of or articles you have had published. It's really a great platform to share what you've done.

8. Join a group

LinkedIn suggests groups for you based on your profile. Join groups that relate to the profession you are going into. You'll be able to see posts from leaders in the industry and you'll get the inside scoop. It can be beneficial when going into your first job out of college.

9. Research companies

Like mentioned before, you can research companies on LinkedIn. You can read about the history and what the company does. If you plan on applying to said company, you can see if it's a good fit for you or not. You can see how many employees the company has too. LinkedIn will also show if you have any mutual connections that work at that company currently.

10. Post status updates

When you update your job title or LinkedIn page, your network will be notified. This will bring attention to your profile from other connections and it's a nice way to communicate with all of your connections. You can also react and comment on other people's status updates, letting you chat with people in your network to let them know you are seeing their posts.

As you know now, LinkedIn can be a super useful tool for business professionals and college students. So, what are you waiting for? Head over to LinkedIn and start building your profile today. You never know what opportunities are waiting for you.

Don't forget to share this article on your social—Let your classmates and other college friends know the importance of LinkedIn! It could open up opportunities for others.