

# *How to Leverage* **LINKEDIN**

**Find Alumni Tool:** This tool allows you to quickly locate alumni of your university. You are able to locate them by location, company, industry, and more

**Groups:** Joining a group is a quick way to build your network on LinkedIn. If you participate in group conversations professionally and contribute valuable input, you can embrace your professional brand.

**Job Search Tools:** There are many ways LinkedIn can support your efforts. For one, LinkedIn has a job board specifically geared toward students and recent graduates.

**People Search:** To begin exploring potential connections, use this function. The "Advanced People Search" function is particularly helpful in locating professionals with specific qualifications.

**Company Research:** Prepare for upcoming interviews by using LinkedIn to learn more about their culture from their posts.

