

# Eight Reasons Why You Should Have a LinkedIn Account



## 1. More than 90% of recruiters and hiring managers are active on LinkedIn.

In fact, according to the same source, some research found out that 97% of recruiters use LinkedIn to find candidates. Do you still think this platform can't get you noticed?



## 2. You can no longer get a job the old-fashioned way.

According to Federal Reserve Bank of San Francisco, 75% of job seekers who were looking for jobs in the last three months were not actively applying. Being referred by a family member or a friend is the best way to get a job. But what if you don't have any connection?



## 3. You can build trust with it—which is crucial to your job search.

Today, hiring managers cling to LinkedIn to look for a strong verification of a candidate. Having a LinkedIn profile doesn't only ease your job search. It also serves as your professional proof that you indeed exist and available.



## 4. It's the first thing that will appear when potential employers Google your name.

According to HuffPost, if you apply for a job anywhere, 80% of chance that potential hiring managers will Google your name. It's better to have your LinkedIn profile show on top result than your less professional accounts such as Instagram or Tumblr.



## 5. You can collect endorsements and recommendations with it.

Having a LinkedIn profile doesn't only allow you to be spotted by thousands of prospective employers, it also lets you be endorsed for skills and recommendations from your bosses and colleagues—which will stand as a strong back up to your resume.



## 6. It's your ultimate personal branding tool.

Here, you can apply the phrase, "Dress for the job you want, not the job you have." You can tailor your LinkedIn profile to build an online presence that targets the clients and opportunities you want, not what you already have.



## 7. It helps you "spy" on the companies you want to work for.

Another advantage of LinkedIn is that you can follow companies you want to work for. It shows open positions of the company and lists of former and recent employees whom you might want to connect with.



## 8. You'll benefit on extended connections.

Even if you already have a job, you still need a LinkedIn profile. Think of it as your "emergency professional fund". Who knows? You will thank it soon when time gets rough. Plus, this will serve as your chance to connect with someone working in your target company.