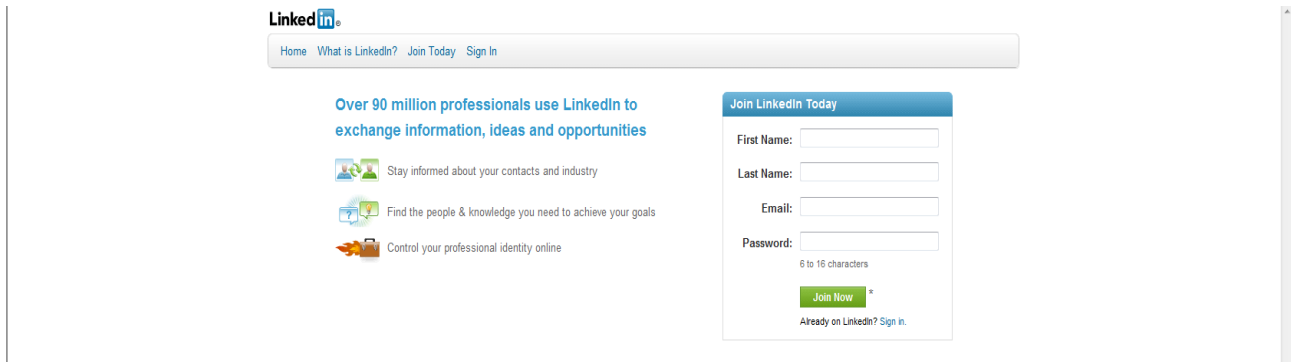


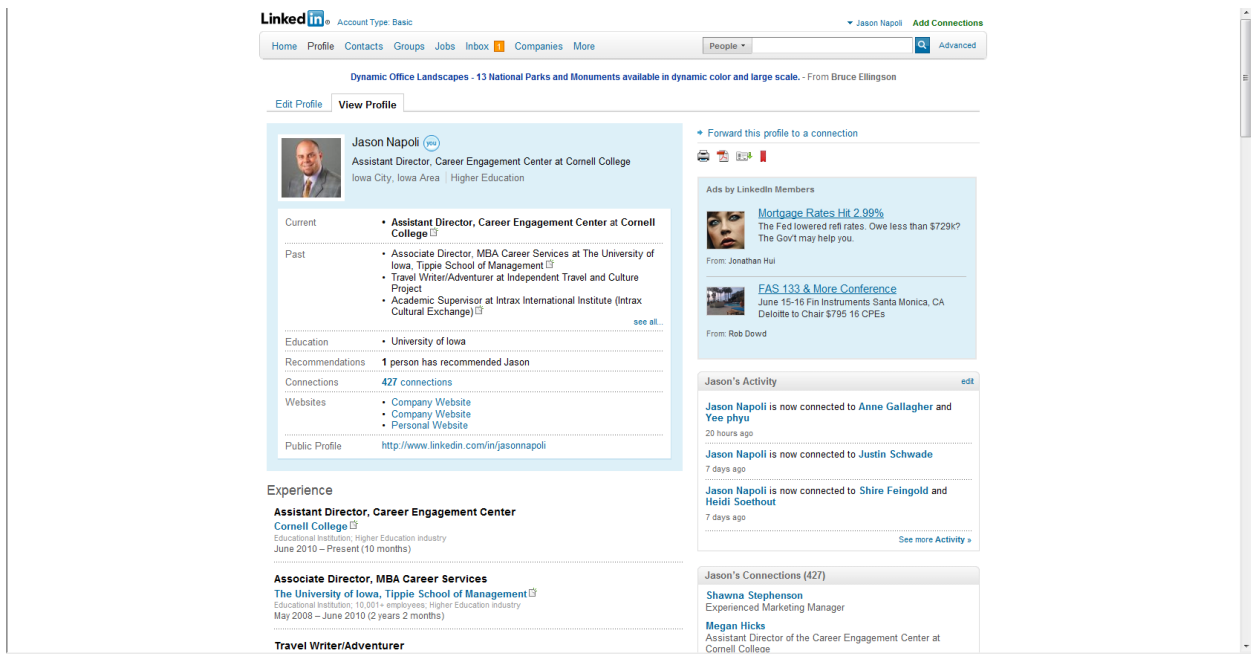
This is a short introduction on how you can benefit from the on-line, professional networking site **LinkedIn** and our Cornell College LinkedIn group, **Cornell College CAN!** (the Cornell College Career Action Network). LinkedIn is the premier tool to connect and network with over 90,000,000 professionals across the globe.

The first easy step is to create a personal profile page at www.linkedin.com.



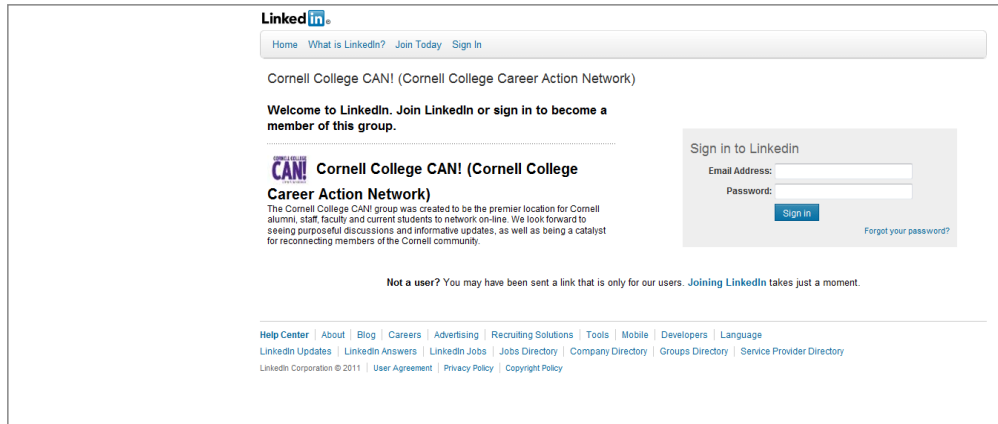
You can choose to add as much or little information as you wish, however you'll quickly learn the more information you add, it's more likely you can make connections and better build your personal brand.

Once you have established a profile it will look something like this:



A very important component to maximizing LinkedIn is the many “groups” you can join. Groups can be related to your interests by industry, geography, alumni affiliation, etc. From IT related networking groups in Des Moines, IA, to the Society for Women Engineers in Wichita, KS, you can find multiple groups to join in almost every major job market, and beyond!

As we see the benefits of using LinkedIn and LinkedIn groups to be one of the most important components to your networking strategy, the Cornell College Career Engagement Center and the Alumni Office have created a group (Cornell College CAN!) for the campus community. Comprised of over 700 alumni, current students, staff and faculty, Cornell College CAN! is the premier location to network with Cornellians across the globe. Once you create a LinkedIn profile you can search by the group's name, or find us here: http://www.linkedin.com/groups?gid=40813&goback=.gdr_1281024937134_1



We wish you the best success as you dive into the valuable world of Cornell College CAN! and LinkedIn. Please feel free to contact the Career Engagement Center at (319) 895-4457 or career@cornellcollege.edu if you have any questions or comments about using these innovative and purposeful tools.

And remember: ***IT'S NOT WHO YOU KNOW, IT'S WHO KNOWS YOU!***

<http://www.cornellcollege.edu/career-engagement/for-alumni/index.shtml>

<http://www.cornellcollege.edu/career-engagement/contact/index.shtml>