Memorandum

To: RDH Writers team

From: Shahd Khudher, student

Date: June 21st, 2021

Title: Memorandum on LinkedIn practices research

Dear Team Members,

Social media is undeniably becoming an important part of our life, personal and professional. The impact of social media use is evident in both positive and negative ways, one useful way is by employing it towards professional networking and career building. Specialized websites like LinkedIn facilitate this process through a profile that lists expertise and skills to market one’s assets and connect with other professionals.

Proper use of LinkedIn:

1. Employing the website as a career developing and management tool.
2. Setting profile when not in desperate need to it and making it attractive, also taking advantage of the profile strength bar to monitor progress.
3. Connecting with professionals that you know and should know to increase exposure.
4. Making sure to update information on regular bases.
5. Using the recommendation button wisely, learning how to refuse requests when not convinced.
6. Utilizing it as a business growth tool through the multiple ways available on the site as well as the advertisement and marketing campaigns.
7. LinkedIn could be used to seek professional advice from experts or other contacts that have experienced similar concerns.
8. Using the article posting option vs. just a normal post, this will allow for hashtag use and increase exposure, also will display skills communication abilities.
9. Improving the home feed by filtering all the unwanted information.
10. Paying attention to etiquettes and be mindful of responses to others.

**Conclusion:**

Without doubt, professional social networking plays a vital part in career building and job hunting nowadays. LinkedIn proved to be an essential tool in today’s professional communications. The abovementioned practices help in shaping a masterful networking and marketing one’s skills and achievements.

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