**Protecting Your Online Image**Make no mistake: employers *will* google you when you are a job candidate, and often what they find first is your personal social media accounts. Try as you may, there are a number of ways hiring managers may view your

## Why Create a LinkedIn Account?

Contributes to your professional online branding
Employers are already on LinkedIn looking for YOU!
Allows for more detail and greater portfolio of work examples than a simple resume no 1-2 page limit!
Acts as a medium to meet contacts in your desired field and keep up with professional relationships for networking

## When to Create Your Account?

NOW