

NEW MEXICO BROADBAND PROGRAM

INTERNET TOOLS FOR SMALL BUSINESS

MODULE 12 – USING LINKEDIN FOR HIRING – ASSESSMENT

1. For what purposes is LinkedIn most commonly used by professionals and businesses?
2. What is the difference between a first-level and second-level connection on LinkedIn?
3. List three functions for your business that could be assisted by having a LinkedIn account?
4. How can LinkedIn make you more productive in your business or profession?
5. What overall benefits does the professional network of LinkedIn connections provide?