



**Gurugram Branch**

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# LINKEDIN FOR PROFESSIONALS

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## WHAT IS LINKEDIN?

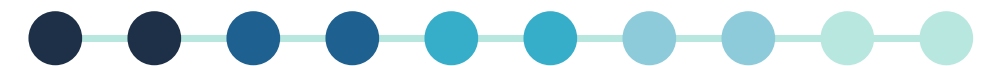
- **LinkedIn is a social networking platform for professionals that allows you to connect with colleagues, peers, and potential employers.**
- **LinkedIn offers a range of features, including job postings, networking opportunities, content sharing, and professional development resources.**
- **By creating a LinkedIn profile, you can showcase your professional experience, skills, and accomplishments and build your personal brand online.**
- **It was founded in 2002 and currently has over 700 million members in more than 200 countries. Microsoft bought LinkedIn in 2016 for \$26.2 Billion.**





**LinkedIn** is not just a platform for job seekers, and it's a powerful tool for **building** and managing professional relationships.

**LinkedIn** is not a social media platform, it's a social **selling** platform. The difference is in the intention.





# **WHY IT IS IMPORTANT FOR CHARTERED ACCOUNTANTS?**

- **Networking**
- **Personal Branding**
- **Professional Development**
- **Job Opportunities**
- **Industry Insights**





# Thank You !!!



## HOW TO REACH



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