

# Tufts Career Center FAQ of the Week

## Is having a LinkedIn account important?

A LinkedIn profile allows you to develop a professional online presence, something that potential employers will see when they google your name. Your profile allows you to make a strong first impression by providing a snapshot of your experience and skills.

Once you've [created a LinkedIn profile](#), you'll be able to start building your LinkedIn network with people you know and trust. You can invite friends, relatives, work colleagues (e.g., internship supervisors), and Tufts alumni to link with you. You'll also be able to [join LinkedIn groups](#), like the Tufts University Career Network, to access an even greater number of people.

By [finding and adding connections](#), you'll have a wider network of people to contact for [career conversations \(a.k.a. Informational interviews\)](#). Whether it's exploring career paths, learning more about individual employers, or applying to internships, jobs, or grad school, LinkedIn can be a great tool for connecting with helpful professionals.



Explore



Build



Launch