



# How LinkedIn helped me build a career in data science

AND HOW IT CAN HELP YOU TOO



# Why?

## Increases your reach and visibility in your industry

- Make your employable
- Establishes yourself as an expert

## A place to network

- 85% of open positions are filled through networking
- LinkedIn is where 63 mil decision-makers are

# How?



**Post, post, post!**  
Stay in front of your audience



**Engage with your audience**  
Be memorable through conversation



**Give back**  
Build rapport with others



**Reach out**  
Start your own personal conversation