

# Do I Need\* A LINKEDIN PROFILE?

## ANIMATION AND GAMING

**High Priority** - Recruiters, studios, and game developers frequently use LinkedIn to identify talent, verify experience, and facilitate professional networking.

## AUDIO ARTS

**Medium Priority** - While portfolios, credits, and industry-specific networking often matter more, it can still help connect with employers, studios, and collaborators.

## FILM AND TELEVISION

**Medium Priority** - The entertainment industry relies heavily on referrals and production-specific networks, but it is useful for corporate, studio, and production companies.

## GRAPHIC DESIGN

**High Priority** - Many employers recruit designers through LinkedIn, where a strong profile paired with a portfolio helps showcase skills and professional experience.

## JOURNALISM

**High Priority** - Journalists benefit in networking, finding editors and media organizations, sharing published work, and discovering job opportunities.

## PHOTOGRAPHY

**Medium Priority** - Most photographers attract clients through portfolios and social media, but it is valuable for commercial, corporate, and in-house photography.

## RADIO

**Medium Priority** - Industry relationships and demos are most important, but helps with networking opportunities in broadcasting and media organizations.

## VIDEO ENGINEERING

**High Priority** - Employers hiring broadcast, production, and AV engineers commonly use it to recruit technical professionals and verify specialized experience.

*\*This information is based on our communications with employers regarding their hiring processes. Individual experiences may vary depending on specific employers. Students should consider their own preferences, comfort with online networking, and long-term career plans when deciding.*