



LinkedIn has over 660M members in 200 countries. Executives from all Fortune 500 companies are members, and almost all Fortune 100 companies pay a substantial fee to use LinkedIn's recruiting tools.

Using LinkedIn effectively will significantly enhance your ability to be seen by potential hiring managers, HR professionals, recruiters, co-workers, clients, college alumni, and friends. Having a marginal profile will make LinkedIn ineffective. LinkedIn is, first and foremost, a professional networking platform that can help you stay current with colleagues, industry trends, and business influencers.

Since it is also the #1 tool that recruiters use to find candidates, you want to have an interesting, engaging, and complete profile. You need to develop a strong group of connections – your network's size is dependent upon you and your aspirations.

Profile

- 1) Add a professional-looking **Photo**. Refrain from selfies, pets, family members, or sports paraphernalia – this is a Business Network, not a Social Network.
- 2) Pick a **Headline** that is reflective of what you are doing or want to do.
 - a. If you like your current title, add it. Make sure it is understandable to people outside your company or industry
 - b. MBA | MS Finance Student or Data Analytics Enthusiast – better than a headline you do not like
 - c. Undergraduate Finance Student or Marketing Coordinator Candidate – better than Nanny or Bartender
- 3) **Customize your URL**. Use your name or a variation of your name, so it does not have random numbers in it <https://www.linkedin.com/in/firstname-lastname-a2b99010>; <https://www.linkedin.com/in/firstnamelastname> is more professional. The customization link is on the top right-hand corner of your LinkedIn profile – 'Edit public profile & URL'
- 4) Add your preferred email address in the **Contact Info** section. You want it to be easy for potential employers, past co-workers, or business partners to get in touch with you.
- 5) Write a first-person **About** narrative. 75 – 200 words is a reasonable size; describe 'who you are' and 'what you want.' A 'first-person' summary works best. Pay attention to your first three sentences – they are most visible. You can use your resume's **Summary of Qualifications** or **Summary of Experience** as your starting point.
- 6) Type your Company, Title, and Dates into **Experience**. Cut and paste bullets from your resume into each position. You can retain your bullets and your spell-checked copy. Double-check that your profile dates are in-sync with your resume. Discrepancies will be noticed.
- 7) Add your **Education**. The school, degree, and end date is all you need.
- 8) Add your Community Service, Professional Associations, or Clubs to corresponding sections.
- 9) Add five to ten skills to **Skills & Endorsements**. Add things that you are good at or are learning to be good at.

My profile is complete – now what?

- 1) Invite friends, co-workers, peers, managers, and professors to connect with you. Go to their profile page and invite them from there. This allows you to customize your invitation. You can also invite professionals who you have had a positive interaction within the classroom and at events. Customization is especially crucial for these invitations
- 2) Be diligent but not obsessive about building your network. A strong network will help you throughout your career
- 3) Ask select peers and former managers to write a recommendation for you. Only ask people who know you and your work. This is something that you will do over time, and your goal should be quality, not quantity