
20 MINUTES TO A GREAT PROFILE

LinkedIn has over 562M members in 200 countries and over 29% of those members are in the US. Executives from all Fortune 500 companies are members and almost all of Fortune 100 companies pay a substantial fee to use LinkedIn's recruiting tools. Students and recent college graduates are LinkedIn's fastest-growing demographic.

Using LinkedIn effectively will greatly 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.

BEFORE YOU BEGIN - MAKE SURE YOUR RESUME IS PERFECT AND DOES A GREAT JOB OF TELLING YOUR STORY

Settings

- Go to 'Me' – 'Settings and Privacy' – 'Login and security' – 'Email Addresses.' Add all of your email addresses, even if they are not ones that you often use. They should be listed in this section so you are not prompted to create multiple profiles. No one can see them but you. You will make one of them your 'Primary'

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. You can 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
- 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 narrative. 75 – 200 words is a good size; describe 'who you are' and 'what you want.' A 'first person' summary works better in the new LinkedIn user interface. 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 your position's description. 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 the potential end date is all that you need. You can reposition the Education section to appear after your Summary and before your Experience. Do not add your high school information
- 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 that you have had a positive interaction with in the classroom and at events. Customization is especially key 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 an endorsement for you. Only ask people that really know you and your work. This is something that you will do over time, and your goal should be quality, not quantity