

Required for an All-Star profile

Complete profile = 27x more likely to come up in recruiter searches 

- **Photo:** recent, smiling, professional looking headshot
9x more connection requests
- **Headline:** use current job title, keywords or create a “slogan” to increase search engine optimization
- **Location:** choose current location or *desired* location
23x more likely to be viewed
- **Industry:** must choose one from menu offerings.
9x more likely to be viewed
- **Summary:** succinct “pitch” highlighting key strengths/contributions, suggest using 1st person voice
- **Two past positions and a current position:** adapt from resume, show impact/results, suggest 1st person voice
- **Education:** can include GPA, awards and honors if recent and/or relevant
11x more likely to be viewed
- **At least 5 skills (can include up to 50):** relevant qualifications and expertise; use **all** keywords - this will increase your searchability
17x more likely to be viewed; 31x more likely to be contacted by a recruiter

Also highly recommended to optimize profile

- **Customized URL:** increases SEO and Google rank, improves hyperlink performance and appearance
- **Contact information:** include up-to-date phone, email, website(s), and social media accounts
- **“Actively Seeking”:** key phrase to include if openly job seeking
- **Recommendations:** only if well-written, specific to you and from a credible source

Additional features to include if relevant

- **Certifications:** particularly critical if required in job description; CFA to be listed here
- **Courses:** if recent or relevant, does not need to be exhaustive
- **Honors & Awards:** specific explanations are helpful, provide context
- **Languages:** be honest and accurate in representing language capabilities
- **Organizations:** campus/external involvement showcases additional skills and interests
- **Patents:** if relevant, tag teammates
- **Projects:** great area to include other relevant professional or academic experiences; tag teammates
- **Publications:** can include hyperlink if available; tag co-authors
- **Test Scores:** if significant and recent
- **Volunteer Experience:** add personality and passion to your profile
- **Work samples:** include rich media (portfolios, presentations, videos) in relevant fields to enhance profile

12 Habits for LinkedIn Success

- 1** Always keep your LinkedIn profile **accurate** and **up-to-date**.
- 2** Don't copy and paste your resume into your profile – use a **first person voice** in both your summary and work experience sections to engage the reader, and more easily describe your work and achievements. A first person voice allows your personality and character to show.
- 3** **Expand your LinkedIn network** as you meet people, but only connect with people you know and trust. Employ the trust test to decide whether or not to connect: *Would you ask this person for help? Would you be comfortable helping this person?*
- 4** **Personalize** each request to connect – do not use the LI “auto-note.”
- 5** **Follow** all companies that are of interest to you.
- 6** **Join groups** and be an active and engaged group member: participate in discussions, share articles, post jobs, broadcast relevant events.
- 7** **Update your status** regularly with relevant professional news or by sharing interesting articles or research.
- 8** Establish yourself as a thought leader. By using LinkedIn's **Publishing Platform**, you can easily share professional content, increase your exposure and drive results.
- 9** Actively use LinkedIn for **company research**, **people research** and **interview preparation**.
- 10** Use the **See Alumni Tool** (found under MIT Sloan's School Page) to find fellow alumni based on where they live, where they work or by a keyword search. This is excellent for job seekers who are trying to network into a specific industry, company or location.
- 11** **Be helpful**: endorse others, make introductions and stay engaged.
- 12** Download the **LinkedIn mobile app** for just-in-time networking at meetings, interviews, conferences and/or events.