LinkedIn Checklist

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

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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.