

## YOUR LINKEDIN PROFILE

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### LinkedIn Benefits:

**Your LinkedIn profile is how future employers get a glimpse of your personality, skills and strengths.**

- 95%+ of HR uses LinkedIn to **source** candidates and increasingly as the first stop for hiring managers\*
- 75% of hiring managers report looking at LinkedIn profiles to **learn about** a candidate's background
- 50% of hiring managers **decide to move forward** with a candidate's application based on their LinkedIn profile
- Tech and D&I employers **increasingly ONLY use** LinkedIn to recruit MBAs; for example, Microsoft

### LinkedIn can be used to:

- Create visibility to recruiters, potential employers, professionals looking to network
- Best showcase your work experience and professional interests to potential employers
- Connect with contacts at your schools, employers, industries, groups, those without any direct connection
- View job postings

### Creating a Powerful LinkedIn Profile:

Your profile should highlight your best accomplishments. Your resume is where you can expand on them, not LinkedIn. Remember, your LinkedIn profile is NOT a resume or CV. That being said, if you start with a rock solid resume, your LinkedIn profile won't take too much work. Add your school, degree and major(s) in your profile. It's common for companies to recruit from specific schools, so this piece is key.

### Step 1: Write a Clear and Informative Profile Headline

Write a concise but descriptive headline. Check out profiles of other MBA students and recent alumni you admire for ideas. Examples could be, and not limited to:

- "MBA Candidate at Yale School of Management"
- "2019 MBA candidate at Yale School of Management, Goal: Data Analytics Role"
- "Yale MBA & Master of Environmental Management"
- "Yale SOM '19 MAM | HEC '18 MBA | Sustainability Focused"
- "Yale SOM '19 MMS | HEC Paris MiM '19"

### Step 2: Pick an Appropriate Photo

First impressions really count; a photo adds credibility (note: those with photos get up to 21x more profile views, 36x more messages and 9x more connection requests).

- Choose a clear, friendly and appropriately professional image of you alone
- Try featuring a wide, open smile as it increases likeability
- Choose a photo that looks like you, employers should recognize you
- Present yourself as you would for your best client, board of directors and/or CEO

Reminder: LinkedIn isn't Facebook; keep it professional. If you're not sure what "appropriately professional" means, take a look at what people in your target company or industry sector are wearing. White is the best possible background because it allows people to focus on your face.

### Step 3: Show Off Your Education

Include all schools (leverage school brand equity wherever possible), major(s) and minor and/or concentrations. Those with a school tagged in their profile get 10x more views on average. If you have industry relevant coursework, clubs (include leadership roles), case competitions, certifications or awards, add it.

#### Step 4: Develop a Professional Summary

This is one of the most important areas of your entire profile:

- Truly sets you apart – it is like the first few paragraphs of your best-written cover letter — concise and confident about your qualifications and goals, around 3–5 short paragraphs long.
- Engages employers, tell your professional story and spur action. It should walk the reader through your work passions, key skills, unique qualifications, and a list of the various industries you’ve had exposure to over the years.
- Uses relevant industry keywords. Note: Keep in mind that MBAs are often still exploring various paths, and it is okay to not have an overly narrow summary.
- Gives viewers a clear idea of what they should do next—whether that’s accepting your connection request, recruiting you for a job opening, or reaching out for networking purposes.

#### Step 5: Share Your Accomplishments in the Experience Section

Focus on workplaces and experiences that paint your professional credentials in a positive light and are relevant to your target industry or role. Aim to quantify your accomplishments in a meaningful way that demonstrates you drive results. Include internships, summer jobs, part-time, and even unpaid work. Each section should be fleshed out with bullet points that describe what you did, how well you did it, and who it impacted. Focus on skills learned, as opposed to tasks. However, avoid a “resume dump”.

#### Step 6: Fill the “Skills & Endorsements” Section with Keywords

- Include at least 5 skills, whether learned in class or from work experience. Having at least 5 skills on your profile gets you 17x more profile views and 31x more messages from potential employers
- Ensure your top 3 skills are core to what you want to do professionally
- Find examples from job descriptions you’re going after or profiles of people who have the jobs you want
- List skills judiciously (and gain endorsements on those) and avoid listing a wide array of unendorsed skills

#### Step 7: Update your status regularly

Posting updates keeps you on your network’s radar and build your professional image. Mention your projects, professional books or articles, or events you’re attending. Many recruiters read your feed!

#### Step 8: Show your connectedness

Groups you join appear at the bottom of your profile. Joining some groups shows that you want to engage in professional communities and learn the lingo.

- Start with your university and industry groups
- Add regional groups if you’re targeting a specific geography
- Follow organizations of interest that are relevant to your target industry

#### Step 9: Collect diverse recommendations

The best profiles have at least one recommendation, ideally 2 to 3, for each position you have held. Seek recommendations from highly-placed and respected individuals, former colleagues, direct reports and/or others who know you well in a professional context. Recruiters are most impressed by recommendations from people who have directly managed you. *Note: Before reaching out to request recommendations we encourage you to review “Your Correspondence” on Your Career Development site.*

#### Step 10: Claim your unique LinkedIn URL

To increase the professional results that appear when people search for you online, set your LinkedIn profile to “public” and create a unique URL (e.g., [www.linkedin.com/in/JohnSmith](http://www.linkedin.com/in/JohnSmith)), so it is easier to publicize your profile on your email signature, for example. On the Edit Profile screen, at the bottom of the gray window that shows your basic information, you’ll see a Public Profile URL. Click “Edit” next to the URL, and specify what you’d like your address to be. When you’re finished, click Set Custom URL.



### **Step 11: Share your work**

You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share rich media or documents. Sell your skills by showing employers exactly what you can produce!

### **YOUR LINKEDIN RESOURCES:**

#### **[The LinkedIn Guys](#)**

- LinkedIn Guys provide insider strategies to use LinkedIn to take your next professional step. Take advantage of these short informative videos. Click “Enroll Free”.

**WORKSHEET: LinkedIn Profile Checklist**

<b>1. HEADLINE</b>	<b>Y/N?</b>
Clear and descriptive and includes keywords for your target industry and/or function	
<b>2. PHOTO</b>	
High-quality photo (~400px x 400px)	
Professional Dress	
Neutral, uncluttered background, preferably white	
Face in the center of frame; eye contact with camera	
Face/frame ratio of around 60%	
<b>3. EDUCATION</b>	
Includes all your schools, major(s), minor(s), relevant coursework, clubs, certifications, awards	
<b>4. SUMMARY</b>	
Tells an interesting, memorable story	
Summons your professional history, qualifications, and personality	
Highlight your passion, experience, and accomplishments	
3–5 short paragraphs long	
Gives viewers a clear idea of what to do next – e.g. accept your request, recruit, network, etc.	
<b>5. EXPERIENCE</b>	
Focus on experiences relevant to your target industry or function	
Include bullet points describing what you did, how well you did it, and who it impacted	
Avoid a resume dump	
<b>6. SKILLS &amp; ENDORSEMENTS</b>	
Includes a minimum of 5 relevant skills	
Lists skills judiciously and gain endorsements on those	
Avoids listing a wide array of unendorsed skills	
<b>7. STATUS</b>	
Regular updates to stay on your network's radar – recruiters read your feed!	
<b>8. CONNECTEDNESS</b>	
In groups to show you are engaged in professional communities	
In university, industry, regional groups	
Following relevant organizations of interest	
<b>9. RECOMMENDATIONS</b>	
Diverse recommendations – at least 1, ideally 2-3	
Recommendations from people who have directly managed you	
<b>10. LINKEDIN URL</b>	
LinkedIn profile to "Public"	
Create your unique URL	