LinkedIn Profile and Networking Guide

Name
  o First and last name, list appropriate nicknames only
    ▪ Example w/ Nickname: Robert “Bobby” Jones
    ▪ Example of Name: Laura Smith

Profile Photo
  o Is it a picture of ONLY you?
  o Is it a professional caliber picture? (not one at the beach, a party, etc.)

Tagline/Heading
  o It should be professional and/or targeted to your area of interest
    ▪ Do not list a part-time job
    ▪ You may include that you are a student
  o Do not list “Unemployed” as your heading or in your heading
  o Example: Computational Finance Student at Carnegie Mellon University

Summary
  o First or third person
  o It should be confident, but not exaggerated or arrogant
  o Clearly articulate and organize your thoughts
  o Does it include reflections on your experiences and professional aspirations?

Experience
  o Extract skills and experiences from your current resume.
  o Organize your work and internship experiences from most recent to least recent
  o Include what you have learned and what you gained, not just what you did

Education
  o Most recent to least recent; list the degree you received or are pursuing

Additional Sections
  o Explore different optional areas that you might add to your profile such as projects, organizations, publications, courses, volunteer, certifications, etc.

Skills and Expertise
  o You can search/add more skills by using this link to navigate you to the search page:
    ▪ http://www.linkedin.com/skills/?trk=skilss-global-nav
Groups, Networking, and Connecting

- Identify potential employers and contacts in your target area
- Join relevant groups
- Join the Carnegie Mellon University Alumni group
- Get Introduced Feature
  - Click on “get introduced” on the right hand column underneath your list of people that you and the individual have in common
  - This allows you to send a message through your connections to the person without inviting them to connect
- Build your network by inviting contacts to connect
  - Write a personalized message to each—a few sentences as to why you’d like to connect.
    - Example:
      Dear Mr. Smith, I am a current business student at Carnegie Mellon University interested in pursuing a career in investment banking and am looking to develop meaningful connections within the industry. I would appreciate the opportunity to connect with you and gain more insight into professional opportunities within investment banking.
      Thank You, Robert
- Thank individuals for connecting with you via a message

Advice for Contacting You

- Offer what types of connections you are open to receiving
  - Job and Networking opportunities, alumni connections, etc.

LinkedIn URL: customize your URL in the “edit your profile” setting: Choose a professional URL

- Example: www.linkedin.com/robertjones
- Add URL to e-mail signature or resume

Additional LinkedIn Resources

- Linkedin.com/alumni
  - Search CMU alumni in specific areas and industries
- Linkedin.com/studentjobs
  - Browse job postings
- Advanced People Search
  - Search by company for alumni

For assistance with your LinkedIn account, please visit the Career and Professional Development Center during drop-in hours M-F from 1pm-4pm or make an appointment with your Career Consultant.