

LinkedIn Profile and Networking Guide

Name

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

Profile Photo

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

Tagline/Heading

- 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
- Do not list “Unemployed” as your heading or in your heading
- Example: Computational Finance Student at Carnegie Mellon University

Summary

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

Experience

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

Education

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

Additional Sections

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

Skills and Expertise

- You can search/add skills to your page

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 in to 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.