### LinkedIn Checklist

**Required for 100% Profile Completion**

Complete profile = 40x more likely to come up in recruiter searches

- **Photo**: recent, smiling, professional looking headshot
  - 7X more likely to come up in recruiter searches
- **Headline**: use current job title, keywords or create a “slogan” to increase search engine optimization
- **Location**: choose current location or desired location
- **Industry**: must choose one from menu offerings
  - 15x more likely to come up in recruiter searches
- **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
  - 10x more likely to come up in recruiter searches
- **3 skills**: specific, relevant qualifications and expertise, no more than 10-15 recommended
  - 13x more likely to come up in recruiter searches
- **50 connections**: required for profile completion; only connect with those you know and trust

**Also highly to recommended to include**

- **Custom URL**: increases SEO and Google rank, improves hyperlink performance and appearance
- **Summary**: succinct “pitch” highlighting key strengths/contributions, suggest using 1st person voice
- **Contact information**: include up-to-date data & up to 3 website links, Twitter and WeChat account
- **“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**

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

© MIT Sloan
Last updated June 2016
12 Habits for LinkedIn Success

1. Always keep your LinkedIn profile up to date and accurate.

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 trust and would help (or whom you’d ask for help).

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. (Joining groups=5x more likely to come up in recruiter searches)

7. Update your status regularly with relevant professional news or by sharing interesting articles or research.

8. Actively use LinkedIn for company research, people research and interview preparation.

9. Use the Find Alumni Tool (under Connections) 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.

10. Be helpful: endorse others, make introductions and stay engaged.

11. Establish yourself as a thought leader. By using LinkedIn’s Publishing Platform, you can easily share professional content, increase your exposure and drive results.

12. Download LinkedIn-specific mobile apps to do just-in-time networking at meetings, interviews, conferences and/or events. The Job Search app pushes relevant postings to you.