Leveraging LinkedIn

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MIT Sloan Alumni Online Webinar
April 12, 2018
Who Uses LinkedIn?

- 546M+ professionals
- 20M+ companies
- 29K+ schools
- 70% outside the U.S.
- 150+ industries
- **Fortune 500** companies use LinkedIn to source talent
Terms for an All-Star profile

① Professional looking photo

② Headline (120 character max)
  - Job title
  - Create a “slogan” that captures your unique value proposition
  - Keywords separated by | (pipe)
Elizabeth Pettheo, MA, MBA
Senior Manager with Expertise in Global Strategy & Operations

Erica Marrari
Healthcare Executive, Creative Thinker and Process Tinkerer with a penchant for patient excellence
Foluso Ladejobi • 2nd
MIT Sloan Fellow (MBA) | Telecommunication | Strategy | Innovation | Emerging Markets

Alvaro Mucida
Senior Rates Trader | Inflation-Linked Products Expert | Entrepreneur
Terms for an All-Star profile

① Professional looking photo
② Headline
③ Location
④ Industry
⑤ Summary
  ➢ Make a pitch; highlight expertise/contributions, use first person
⑥ Current position and two past positions
  ➢ Add content that shows impact/results, use first person
⑦ Education
⑧ At least five skills
Highly Recommended Profile Additions

① **Customized URL**: add to e-mail signature

② **Up to date contact information**

③ **Leverage additional fields to showcase other relevant experiences**
  ➢ If appropriate, use rich media to provide a visual portfolio of your work
Network Management

• Only connect with people you know and trust
  ➢ Do you feel comfortable asking your connections to help you?

• Review your current connections
  ➢ Download your connections to scrub/tag
  ➢ Personalize each new request to connect

• Engage with your 1st degree connections
LinkedIn Premium

75% of LinkedIn Premium accounts paid for by employers

- Competitive Analysis
- Source sales leads
- Secure funding

Advantages of LinkedIn Premium

- See who has viewed your profile
- Can browse LinkedIn profiles without “commercial use limits”
- Send “InMail” w/ guaranteed response
- Increased search capabilities