

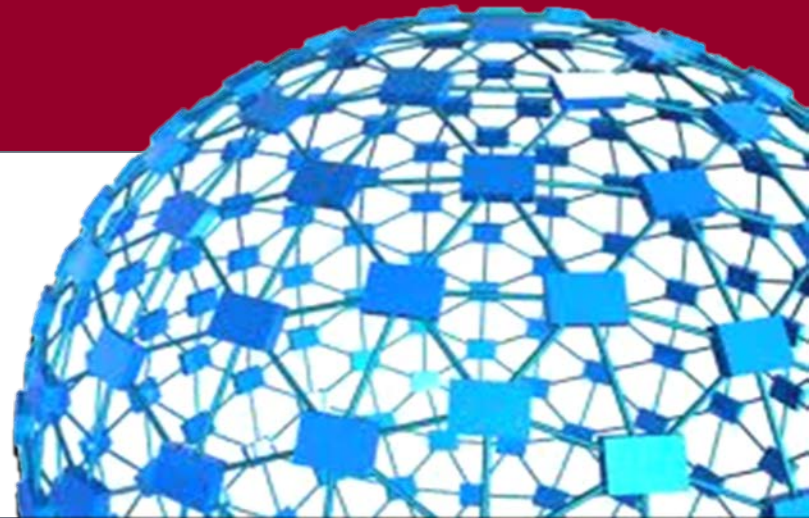
# Leveraging Linked

Bryn Panee Burkhart

MIT Sloan Alumni Online Webinar

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**MIT**  
**MANAGEMENT**  
CAREER DEVELOPMENT OFFICE



# 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)*



ALL-STAR

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1st



Elizabeth Pettheo, MA, MBA

Senior Manager with Expertise in Global Strategy & Operations



2nd



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



2nd



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



ALL-STAR

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# 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 1<sup>st</sup> 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