

Linkedin Tips

1. Make sure your profile picture is professional. No selfies or photos of you on vacation! Use a photo of you in work appropriate clothing in front of a neutral background.
2. Make sure your summary at the top of your profile tells your story. You can highlight some of your skills, passions, and experiences. Here is an example of a good summary about a recent graduate:

“Recent MBA graduate of Northwestern University. As one of 150 students who received the Connor Fellowship in 2019, I know how important project management skills can be to underperforming businesses. I consider myself a grounded project manager with an entrepreneurial spirit.

My internship experience at larger institutions, including Wyndham Destinations and Cisco Systems, has provided me with business analyst skills that work for companies of any size. A world-class education at both USC and Northwestern has equipped me with the ins and outs of business ethics and philosophies.

I am looking for opportunities in small businesses that could be more successful with efficient management. With the right resources and team members, I can bring struggling companies back from the brink.”

3. Grow your network! Connect with classmates, people you have worked with, and those who you speak to in informational meetings.
4. Endorse your colleagues! Highlight some of their skills on their profile and encourage them to do the same for you.
5. Share relevant content on your LinkedIn feed to help engage your network.
6. Customize your URL. You can change it to be your name instead of letters and numbers. You can edit it under the Edit Profile screen.
7. Include your skills. Look up job postings that interest you and add those skills to your profile if you have them.
8. Include captions in your experiences that use the STAR method to explain your role.
9. Request some recommendations and write some for your colleagues. These can be used as advanced references by employers, so get them if you can.
10. Make sure your profile is truthful and accurate.