



LinkedIn® Top 10 Profile Tips

1. Use a high quality professional headshot
2. Title: MBA Candidate, University of North Carolina Kenan-Flagler Business School
3. Create your own vanity URL
4. Develop a professional summary; be concise; state your goals and relevant qualifications
5. Your experience – OK to be less results focused
6. Have at least 5 items in Skills & Expertise
7. Add relevant coursework under education
8. Include activities that are relevant
9. Join Groups
10. Follow Companies, Influencers, Industry News

BONUS: Synchronize your skills with those listed in job posts



LinkedIn® Top 10 Usage Tips

1. Turn off activity broadcasts (but don't make yourself anonymous)
2. Connect with people you know
3. Customize your invitations to connect
4. Collect diverse recommendations; quid pro quo
5. Start or contribute to conversations in Groups
6. Use the '[Advanced Search](#)' option
7. Find alumni easily via www.linkedin.com/alumni
8. Dig down into Company Pages, esp. *Careers* and *Insights* tabs
9. Set up email alerts for *Jobs You May Be Interested In*
10. Schedule 15 minutes a day to review LinkedIn

BONUS: Create your profile in another language