



Notre Dame MBA LinkedIn Guide

Graduate Business Career Services

YOUR LINKEDIN PROFILE

While you get to choose who you share your resume with, your LinkedIn profile page is your “evergreen”, always-on personal branding/selling tool. Recruiters are increasingly leveraging the tool to find talent; consider these stats:

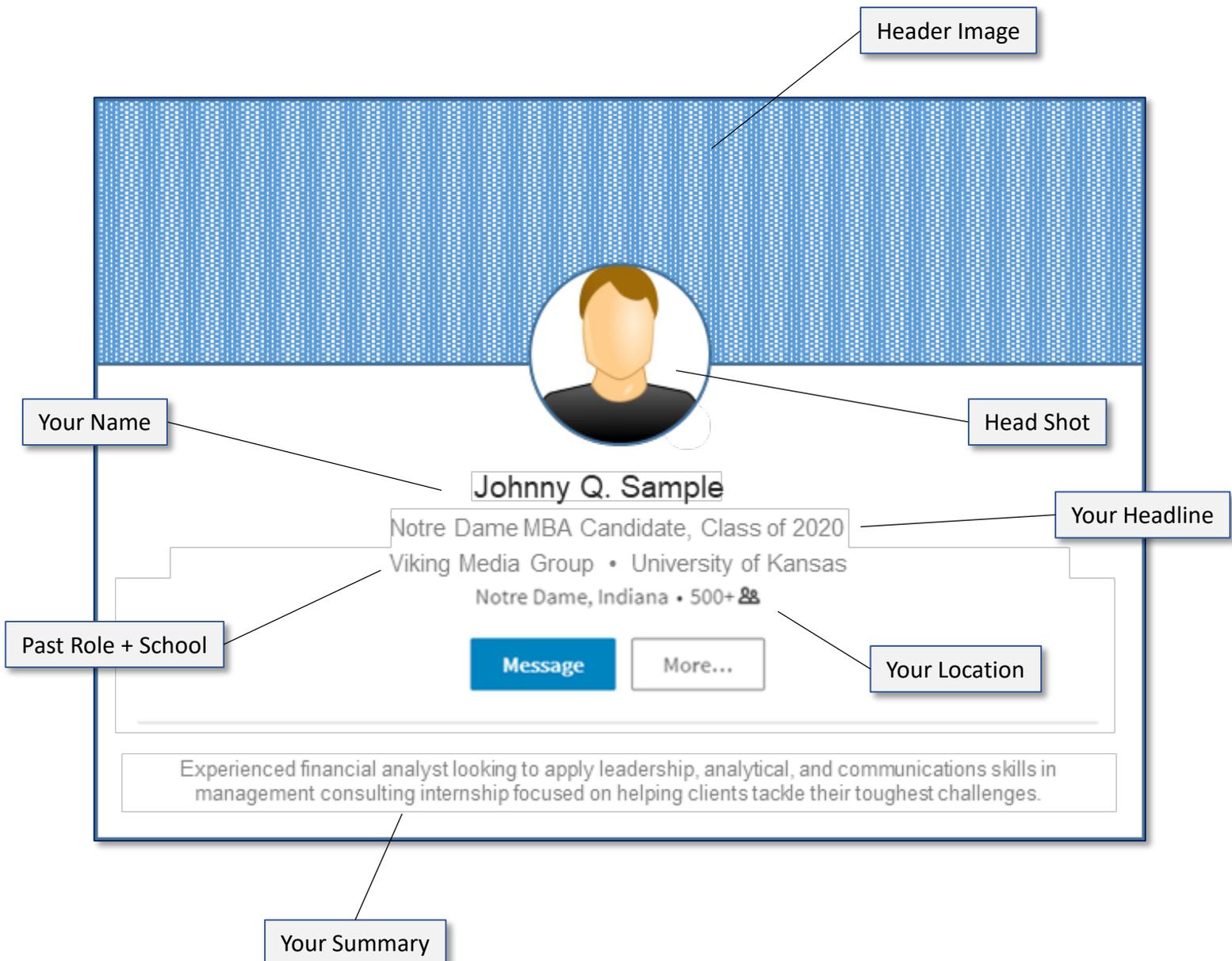
- 95% of recruiters say they use LinkedIn to find and/or vet candidates
- 79% of recruiters say they have hired through the site

With that in mind, maintaining a good LinkedIn profile is incredibly important. Thankfully, it’s not that hard to do so. This guide will step you through some of the more important aspects of the platform.

And, yes, you HAVE to have a LinkedIn page (some students do ask).

LINKEDIN TOP BOX OVERVIEW

The top box is what LinkedIn users will see by default (i.e., without scrolling down). In that regard, the content contained here will likely form your first impression. For that reason, you must spend some time optimizing this.



LINKEDIN MUST-DO #1: CHOOSE A PROFESSIONAL HEAD SHOT



Select a professional photo; don't just crop a photo of yourself from a wedding reception or a night out at the bar.

If you don't have a professional head shot right now, that's okay—all students will have professional photos take during Orientation, and those can be added to LinkedIn later.

Here's how to update your LinkedIn head shot:

- Click on the  icon to the right of your name
- Click on the  icon in the bottom right corner of your head shot image

LINKEDIN MUST-DO #2: PUT YOUR HEADLINE TO WORK



Choose a headline that tells the reader more about you (and it shouldn't be your job title). Here are some examples:

- Notre Dame MBA Candidate, Class of 2020
- Notre Dame MBA Candidate | Seeking Management Consulting Role (if you're ready to be this definitive)
- Experienced Financial Analyst | Notre Dame MBA Candidate (if you'd like to showcase some of your experience)

You have 120 characters to work with- 220 if you enter via the LinkedIn mobile app; don't be afraid to use them all!

Here's how to change your headline:

- Click on the  icon to the right of your name
- Enter your content into the "Headline" box

LINKEDIN MUST-DO #3: START STRONG WITH YOUR SUMMARY

Experienced financial analyst looking to apply leadership, analytical, and communications skills in management consulting internship focused on helping clients tackle their toughest challenges.

This is the last aspect of your profile that can be viewed without scrolling down the page, so it's important to use the summary to give your reader an idea of who you are and/or where you're trying to go.

It's important to start strong here; only ~310 characters are visible by default when viewing on a PC, and just 150 characters are visible by default on the LinkedIn mobile app. Choose your first sentence or two very carefully!

Here's an example of a good, concise summary for a first-year MBA student:

"I am a first-year MBA candidate with extensive experience in product management and underwriting at a major U.S. auto insurance company. I am pursuing a post-MBA career in marketing, driven by data analytics."

If you're not sure what you'd like to do following your MBA, you don't have to be as specific in your summary, but you should still do what you can to tell the reader your story.

You can use all 2000 characters when writing your summary, but you should know that the vast majority of LinkedIn users will not read beyond what's displayed by default.

Here's how to update your LinkedIn summary:

- Click on the  icon to the right of your name
- Enter your content into the "Headline" box

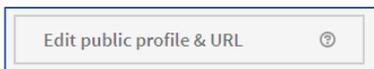
LINKEDIN MUST-DO #4: CUSTOMIZE YOUR LINKEDIN URL



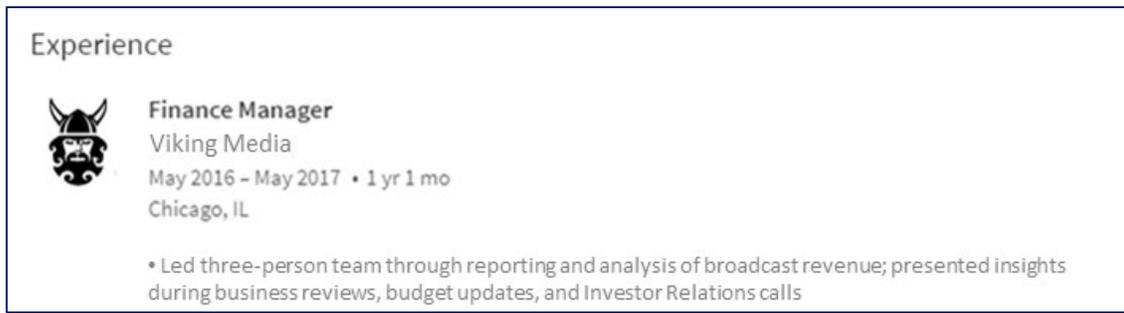
Your default LinkedIn URL is often pretty ugly (e.g.,: www.linkedin.com/in/mark-cuban-06a0755b/). This isn't something you want to put at the top of your resume

Thankfully, you can edit the URL to be more resume-friendly (e.g.,: www.linkedin.com/in/johnqsampl/).

Here's how to customize your LinkedIn URL:

- Click on the  icon at top right (to the right of the header image)
- Click on the pen icon to right of URL (www.linkedin.com/in/jamesbsullivan  ; top right) and enter your new URL

LINKEDIN MUST-DO #5: ADD CONTEXT IN YOUR WORK HISTORY



Within the “Experience” section, you’ll want to provide additional context by including details for each role. Three to five bullet points for each role is probably all you need.

Do not copy and paste bullet points from your resume; brevity is preferred on LinkedIn, and a more conversational approach is generally better here. Also, keep mobile in mind—the default view on LinkedIn’s mobile app only shows company names and job titles. Even those who want to read more won’t want to read a novel. Leverage industry key words, especially if interested in returning to the industry.

Here’s how to edit your work experience:

- Click on the  icon to the right of one of your roles
- Enter your content into the “Description” box

OPTIONAL: CUSTOMIZE YOUR HEADER IMAGE



LinkedIn will automatically fill this with a default image for you, so it will not be blank. That said, choosing a photo that tells the reader more about you (e.g., your school, an industry you’re passionate about, etc.) can bring more energy to your page.

Here’s how to change your header image:

- Click on the  icon to the right of your name
- Click on the  icon in top right corner of the header image
- Navigate to, and select, your new header image