

LinkedIn can be one of the most powerful tools in your MBA job search, particularly this summer as you look to network with people to learn more about your career choices.

See below for some quick advice about how you might use LinkedIn.

## NOTE: Before you do anything else, turn off notifications!

As you review and update your LinkedIn profile, we would suggest turning off notifications. If you don't, you will end up broadcasting each and every change to everyone in your network.

See [LinkedIn's guidelines](#) to turn off activity broadcasts.

## Consider a LinkedIn Premium subscription

As you begin to explore careers in earnest, LinkedIn can be a great resource. One tricky aspect is being able to research without everyone you view knowing that you checked out their profile. There are two solutions:

- 1) **Be anonymous with a basic profile.** If you choose this approach, you will not be able to see who has viewed your profile. However, others will not see that you have viewed their profile.
- 2) **Get LinkedIn Premium.** With a Premium (paid) subscription, you can choose to be anonymous while still seeing who has viewed your profile.

For more details, see LinkedIn's description of how to have an [anonymous profile](#).

## Update your Profile

Before you reach out to potential networking contacts, make sure your profile is up-to-date and professional. Things to keep in mind:

- Include a compelling summary and search terms.
- Your LinkedIn profile is an online resume. Provide two or three short bullets for each role highlighting accomplishments. Treat the bullets with the same professionalism as you would a resume.
- Include skills such as technical competencies or languages on your profile.
- Review all affiliated groups that show publicly on your profile, ensuring that this is information that you would feel comfortable sharing with anyone. If it's a group that is important to you, leave it on!
- Update your photo
  - o Professional attire
  - o Only you in the picture (not half of someone else)
  - o Look directly at the camera
- Include college activities as a bullet or two
- Note community service activities

## Update your Contacts

LinkedIn works best when you are connected to as many of your personal and professional contacts as possible – these people can be helpful as you prepare for business school.

- Review contacts in your address book and ensure you are connected to each of them online.
- Think creatively about other contacts in your personal and professional life you can include: neighbors, professors, volunteer collaborators, and others.

## Get Recommendations

LinkedIn recommendations, if well-written and professional, can only serve to enhance your presence. These recommendations are particularly valuable as you look to connect with people to learn more about career options for both the short and long-term.

- Identify former colleagues or classmates who could write a strong recommendation for you. (Note: many employers have restrictions about writing public recommendations. Know your company's policy before asking someone to write on your behalf.)
- Reach out and request recommendations directly through LinkedIn.
- Volunteer affiliations are a great opportunity for recommendations.
- Provide recommendations to others. Providing recommendations shows that you understand the value of being connected!

## Join Relevant Groups

As you seek to explore career paths that are compelling to you, it can be helpful to research choices through relevant industry groups.

- Identify which career paths are most compelling to you.
- Use the search functionality to identify groups that align with your interests.
- Join selected groups and follow discussions, contributing when appropriate.

## Find Connections for Informational Interviews

As you look to explore future goals, you'll want to talk with people who have experience in the industry or organization that is most interesting to you. Contacts can share insights about their role, their company, and what opportunities to take advantage of during school to best prepare.

- Use the people search feature to identify people associated with different companies or organizations that are interesting to you. [Click here](#) for a tutorial on LinkedIn's Advanced Search function.
- Develop a list of the most interesting contacts, how you are connected to them (who can introduce you) and follow up to see if people are willing to make those introductions.