WHAT IS YOUR TASK?
You need to create your LinkedIn profile. If you already have one, you need to make sure it meets the standards set for our MBA students. According to a 2012 article in U.S. News & World Reports, “business schools across the country are encouraging students to become active users on [LinkedIn] right from the start of the M.B.A. programs.” As discussed in the article, “networking is the number one tool for anyone today to continue to develop their careers” and using LinkedIn is “just absolutely the number one resource to allow them to do that.”

WHAT WILL WE BE LOOKING FOR IN YOUR PROFILE?
At the minimum, you need to have the following:

• A picture of you in professional dress with a professional looking background
• An engaging headline that “hooks” us to want to read more & is relevant to what you are currently doing and/or looking for in the way of your career path
• A summary statement of approximately 8-10 sentences that highlights who you are, what you have done, what you are doing now, and what you want for the future. Note: You need to write in complete sentences, with no spelling errors, and in the first person
• A listing of your work experience with bullet points of your responsibilities
• A listing of your educational background
• A listing of professional and/or volunteer organizations
• A listing of your skills
• Links to any other relevant sites that might convey your interests, etc.
• Wherever relevant, add responsibilities and accomplishments

WHAT DO YOU DO WHEN YOU HAVE COMPLETED YOUR PROFILE?
Send me (Professor Margaret Smallwood) an invite with a personal message to connect. Upload the URL for your LinkedIn to the waiver form.