



## LinkedIn for Networking, Career Building & Job Search

**LinkedIn** is a free online network for professional networking with more than 450 million members in 200 countries and 170 industries. Go to [www.Linkedin.com](http://www.Linkedin.com)

### Your 10 Point Check List - for a Savvy Profile

1. **Professional Headline** Below are some options. You can use 120 characters. More tips from [Forbes](#).

List your career goal or focus:

*Public Health Graduate Student focused on Biochemical & Molecular Nutrition*

Highlight components of your work:

*Health Care Communications Professional | Writer & Editor | Event Planner*

Or a combination:

*Health & Wellness Intern | MPH Global Health Candidate at Harvard | Diabetes Prevention*

2. A **Photo** of yourself, in professional attire, is recommended. Profiles with photos are 14 times more likely to be viewed.

3. **Customize your Public Profile URL** for use on business cards, resume, and in your email signature.

4. **Summary** is a 30-second introduction of yourself. Be sure to include industry related keywords. On page 3 of this guide you'll find prep questions that can help you build a savvy summary, as well as an example. You can also see some additional fun examples of [before / after profiles for scientists](#).

5. **Sections** can be added to enhance your profile. Consider adding sections such as Projects, Courses, Certifications, Languages, Publications, and Volunteering Opportunities.

6. **Experience** section is a version of your resume. Use targeted keywords and accomplishments.

7. **Skills & Endorsements** is an important section to customize since others can "endorse" you. The first 3 skills will be listed (then a View more button will appear), so make those first 3 count! You can learn more about the latest changes [here](#).

8. **Recommendations** from past supervisors, coworkers, clients, vendors, professors, or fellow students, who know you well, enhance your profile.

9. **Media Links** allow you to upload and/or link to media such as websites, video, and PowerPoints. Review [18 Ways to Turn Your Profile into a Portfolio](#) and this [blog](#) for more ideas and examples.

10. **Visual Header** can be added to your free LinkedIn account.



## Build Your Network

**Add to your connections.** Invite past and current coworkers, classmates, friends and family to connect. Be sure to add these 3 things to your customized invitations: the person's name, a personal message, and "thank you".

**There are four levels of connections:** 1st, 2nd, 3rd, and group. A 1st level connection is your direct connection, 2nd is essentially a "friend of a friend," etc. Focus on your 1st and 2nd levels, as well as groups.

**Add Updates.** "Share an Update," found on your home page, is perfect for publicizing new accomplishments, sharing industry information, or passing along a great blog post. Your updates appear on your 1st level connection's home page. The first two lines (or approximately 30 words) will show up on the screen, then it will say "see more". Review ["10 Tips to Amp Up Your Reputation Using LinkedIn Updates."](#)

**Check out a Connection's "Recent Activity."** This feature allows you to see what your connections are posting, liking and commenting on. To find it, go to a 1st level connection's profile and scroll just below the top box. If they have any activity, you'll see it in "Posts & Activity."

**Join groups.** You can join up to 100. Use the search bar, add in keywords such as an industry or your alma mater, then select "Groups". To see groups you are already in, go to the "More" tab (upper right hand corner). To see what groups you have in common with someone, scroll to the very bottom of their profile, then select "See More" and click on "Groups."

## Job Search

**Networking is the most effective job search tool.** Increase your chances of finding job leads by conducting a type of networking conversation called an informational interview. For example of informational interview request via LinkedIn, see below. These informational meetings can add to your insight about the company or institution, which will help you write a great cover letter and excel in a job interview. Later on, you may be able to ask those you have talked with to introduce you to a hiring manager or pass your resume along to the right person.

**Use Search + your Groups to message fellow LinkedIn members, using a free account.** In the top search box add a job title or company name. Click on the "People" button. Select someone from this list, then find out if you share a group with them, or join a group they are already in:

- Open their profile, if there is a "highlights" section that means you share mutual connections and/or a mutual group.
- If not, scroll to the very bottom of the profile, click on "See more".
- From this menu, click on "Groups."
- Consider joining one of these groups. Then continue with these steps:
- Once in the Group, click on the number of members, and then enter the person's full name in the search box. After their name comes up, hover over the right side, until an envelope appears, you will now be able to send a message.

Additional, advanced search tips can be found [here](#). Also check out using [Boolean search](#).

### Look for Alumni.

Add in job title or company name, then select "people" as stated above. From the drop down menu, on the right hand side, add in the name of the university you attended. Or, add the name of the school in the top search bar, then select "See Alumni".

**Search Jobs.** While looking at postings, you can also see if you are connected to anyone at the company.



## Prep to Build a Savvy LinkedIn Summary

Below are questions to ask yourself, to build a strong summary, or improve your existing one.

1. **What is your dream job?** Where are you headed?  
(You don't need to list this in your summary, but it is important to keep in mind while creating the summary.)
2. What are your key **skills / strengths / talents**?
3. What do you want to be most **known for**?
4. What are some of your **interests, values & personal traits**?
5. What makes you **unique**? Differentiate yourself from others. This could be a trait, interest or value.
6. How would some of your **coworkers describe you**?

## LinkedIn Sample Profile Summary

**Jessica Yan** - Research Scientist | Ph.D. Candidate | Data Analytics, Biotech, Pharma

I am a research scientist seeking to better understand how neural activity motivates and shapes human behavior. My expertise includes project design and management, data analysis and interpretation, and the development and implementation of research tools. I love to generate new ideas and devise feasible solutions to broadly relevant problems. My supervisors and colleagues would describe me as a driven, resourceful individual who maintains a positive, proactive attitude when faced with adversity. Currently, I am seeking employment opportunities that will allow me to use my diverse skill set to develop and promote technologies that benefit human health. Specific fields of interest include data analytics, biotechnology, and pharmaceuticals.

## Sample Request for Informational Interview via LinkedIn

Dear Ms. Hartwell,

Through the Harvard Chan Alumni LinkedIn group, I discovered that you currently work in health care management. As I finish up my MPH degree at Harvard, I am contacting fellow alums in related fields for advice. The work you are doing as Director of Patient Care Services greatly interests me. Given your extensive background in this field, I would greatly appreciate the opportunity to speak with you. Would you be able to meet with me for 20 mins in the next few weeks? I can be reached at 617-821-8967 or via patterson.a@gmail.com.

Thank you,  
Angie



## Asking for an Introduction

Hi Damon, I wanted to reach out to ask a favor. I'm wondering if you know Kendra Wilson well enough to introduce me. I noticed that you are connected to her on LinkedIn. I'll be graduating next year and would like to talk to professionals in the health communications field to help me with some important decisions related to my career path. Below is a message that you could forward along, if you felt comfortable doing so.

Thanks for considering this,  
Angie Paterson

Dear Ms. Wilson,

On LinkedIn, I noticed that you work in health communications and are connected to Damon Carson. As I finish up my MPH at Harvard T.H. Chan School of Public Health, I am contacting professionals in this field for advice. The work of a communications specialist within the health care field greatly interests me. I would love to learn more about what this type of position requires, the career path you followed, and the pros and cons of this kind of work. Given your extensive background in the field, I would greatly appreciate the opportunity to speak with you. Would you be able to meet with me, at some point in the next few weeks, for 20 minutes? I can be reached at 617-821-8967 or via [patterson.a@gmail.com](mailto:patterson.a@gmail.com).

Thank you very much for your time,  
Angie Patterson

## Additional LinkedIn Resources

LinkedIn [Help](#)

LinkedIn Learning, an [online training](#), from LinkedIn

[Redesign Explained Visually](#)

[Additional handouts](#) and articles by Sabrina Woods



[careers@hsph.harvard.edu](mailto:careers@hsph.harvard.edu)



(617) 432-1034



<http://www.hsph.harvard.edu/>