10 Tips to Maximize LinkedIn

Adjust Settings

1. **Account Basics—Edit Name, Location, and Industry**—Look at people you want to be like and use them as models

2. **Privacy—Edit Public Profile**—Make your profile visible; simplify your URL and use it in your email signature

3. **Profile—Viewing/Sharing Options**—Turn on/off activity broadcasts; select what others see when you’ve viewed their profile

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Connect

4. **Browse “People You May Know”**—Check it frequently to build your network

5. **Personalize Invitation**—Include a note about how you know the person

6. **Join Groups**—Can message fellow group members even without a connection; to join the Kellogg School of Management group, use this link: [https://www.linkedin.com/groups/94689](https://www.linkedin.com/groups/94689)
Search

7. Use “Search for people”—(Old advanced search) Filter by “Northwestern University Kellogg School of Management” or use “MBA” as a keyword; use “current companies” or “past companies” filters.

8. Search by Company Name— Then use “Similar Companies” to find other companies in the same industry

9. View Full Profiles— Choose a “People Also Viewed” profile to loop back into the full profile of “LinkedIn Member” results; or do a Google search → site:linked.com “TITLE OF PERSON”

10. Search Alumni by Year— Find recent grads or current students across all programs (FT, PT, EMBA)

Also go to http://help.linkedin.com for detailed questions and to http://blog.linkedin.com/ for LinkedIn news and updates.