Virtual Office Hours: LinkedIn Refresh

With Tomea Mersmann, Assistant Dean for Graduate Recruitment and Professional Development Lecturer in Law, Washington University School of Law
What Should I Say? (sorry, it depends)

*Who is your audience?*
Employer, Clients
Referral Sources, Character References
Family, friends, neighbors

*What do you want people to know about you?*
What are the key points you want to share?
“Minimum Standards” LinkedIn Profile

Assuming you already have a profile! Before you start:

**IMPORTANT:** Turn your notifications OFF
(setting < privacy < share changes)

1. Photo
2. Heading
3. Link to Companies / Firms
4. Contact Information
Bonus Round LinkedIn Profile

5. About Section – Use Key Words and Incorporate your Key Marketing Points

6. This is NOT an online resume or background check for the Bar, control your story.
Q & A Time
If you want me to share:
1) *Cheat Sheet* for these updates and
2) Instructions on The Easiest Networking You Will Ever Do
Send me an email at mersmann@wustl.edu (just put “send me the handout” in the re: line)