



BEYOND B-SCHOOL
Online Career Training for MBAs

STEP-UP YOUR DIGITAL FOOTPRINT POWER



Focus on LinkedIn as Your Stage and Microphone

90 million users are **senior level** influencers

Almost **200 million** users in the U.S.

3 million MBAs on LinkedIn

85% of US companies **recruit** with LinkedIn



75% of people who recently changed jobs used LinkedIn to **inform** their **career decision**



Users spend an average of just **17 minutes** per month on LinkedIn



Over **30 million** companies and over **20 million** job openings are on LinkedIn



Your LinkedIn profile comes up on top in a Google search for your name

1. Make a Great FIRST IMPRESSION

Headshot: professional, forward-facing, with smile

Background banner: colorful and distinctive

Headline: keyword rich with an emphasis on value proposition

About (summary): personalized introduction on what makes you compelling to your target audience and community



2. Boost Your BRAND

Stand out from 3 million MBAs on LinkedIn

Add **rich media** to your profile

Featured section (new) – images, articles, slide decks, video

In Experience section of specific jobs

In Education section to spotlight projects

Add recommendations from members of your network



3. Connect to Your COMMUNITY

Share content published by your connections

Comment to stay top-of-mind within your community

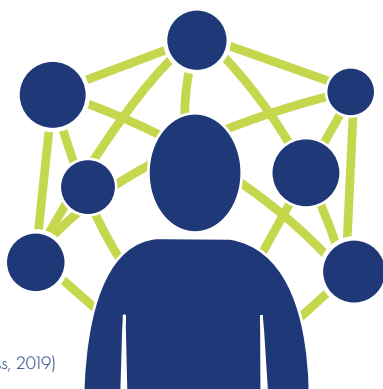
Listen to and learn from people in your industry

Give and Request recommendations

Message contacts to stay in touch

Join groups

List and Rank?



4. Advance Your AUTHORITY

6 in 10 users actively search LinkedIn for industry insight

100,000 articles are published on LinkedIn every week

2 million posts every day

LinkedIn SlideShare has **80 million** monthly users

Add MBA projects to profile to **showcase** hard and soft skills

Publish articles and presentations

Research companies

Career development: Recruit staff; identify potential partners; source solutions/new ideas

