

LinkedIn Guide for MSLs

PROFILE PICTURE/BANNER PHOTO

Profile Photo

- Having a profile photo is strongly recommended
- Your profile photo should be high quality, up-to-date, and professional
- Your face should be clearly visible, with the focus of the photo on your head and shoulders – avoid photos where you appear too far away or where other people are cropped out
- Your photo should show you as friendly and approachable – aim for a genuine smile and friendly expression
- Use a photo that has good lighting and a neutral, uncluttered background

Banner Photo

- Your banner photo should be appropriate, but can be unique to you
- The photo should be visually appealing to grab attention without overwhelming the page – even a stock photo, landscape, subtle pattern, or abstract design will do
- LinkedIn's recommended photo dimensions are 1584 x 396 pixels, and a high resolution image is best to maintain quality on larger screens

NAME AND HEADLINE

- It's recommended to use your full name including terminal degree (if applicable), and location on your profile – information that will increase your likelihood of showing up in searches for open positions
- Your headline is the short, one-liner that appears under your name in your profile, and alongside your photo in the home feed when you post or share content
 - Use the headline to clearly convey who you are and what you do
- Options to consider including in your headline:
 - Your current title (including area of expertise/therapeutic area, if applicable)
 - Any other descriptors that are compelling, customized, and representative of who you are as a professional
 - Industry keywords following your title (i.e., Medical Affairs Professional, Scientific Communicator, Managed Care, Rare Disease, etc)
 - A unique skill, passion, achievement, or experience to differentiate you (i.e., Karate Black Belt, Proud Military Veteran, Avid Runner, Multilingual, etc)

“ABOUT” SECTION

- A compelling “About” section allows you to introduce yourself, and give people a sense of not just what you do, but who you are
- Think of this section as your elevator pitch:
 - Written in 1st-person narrative – your career story is more authentic when told by you
 - Be concise and use short paragraphs
 - Start with a strong opening sentence that grabs the reader's attention and highlights your unique value-add or passion for your work
 - Be authentic and tell your story – highlighting a key milestone, experience, or achievement that has shaped your career journey
 - Showcase your personality! Make this section engaging and memorable by sharing insights into your passions, values, and work philosophy

- End with a call to action, inviting the reader to connect with you, explore your work further, or reach out for collaboration opportunities

EXPERIENCE

- The employers listed on your LinkedIn profile should match what is on your resume, and vice-versa
- Start with your most recent position
- Ensure that all start and end dates are accurate (only your current position should be listed with the end date as “present”)
- Work experience under each employer can be written either as a brief 1st-person narrative paragraph, or as short, concise bullet points
 - Focus on achievements, not just duties
 - Begin each bullet with a strong action verb to describe your responsibilities, accomplishments, impact, and initiative specific to each role
- Be sure to list any key skills, collaborations, responsibilities, accomplishments, and results
- If applicable, make sure career progression is indicated on your profile – each title should have its own start date, end date, and work experience to demonstrate your career growth while at that employer
- Remember that your LinkedIn profile isn’t intended to be a carbon copy of your resume, or nearly as lengthy, so keep your job descriptions concise and to the point – think of LinkedIn as your career “highlight reel”

LICENSES & CERTIFICATIONS

- Include any certifications that are relevant to the industry, or to your career goals
- Arrange your certifications in order of importance, with the most relevant or prestigious certifications listed first.
- Include details such as the name of the certification, the issuing authority, the date obtained, and any expiration dates to show that you are current and up-to-date
- If applicable, include certification numbers or IDs to provide verification and credibility
- Update regularly with any new certifications, renewals, or expirations

SKILLS

- When you have 5 or more skills listed, you appear 27 times more in searches, and 17 times more in profile views
- Include a range of hard and soft skills that are directly related to your profession and desired career path, and relevant to the Medical Affairs industry
- Prioritize your strongest and arrange them in order of importance, with your strongest and most relevant skills listed first – allow your most impressive skills to be seen first
- Endorse your connections for their skills, and encourage them to endorse you as well
- Update regularly – add new experiences or skills as you acquire them

RECOMMENDATIONS/ENDORSEMENTS

- Send invitations to your close connections for recommendations or endorsements
- View this section as an opportunity to highlight your collaboration skills

CONNECTIONS/EXPANDING YOUR NETWORK

- Be active on LinkedIn, engage with your network, connect with other professionals in your field and industry, and follow companies relevant to your professional interests

- Like and share content that is relevant to your profession and industry
- Personalize your connection requests with a brief message explaining why you want to connect to make your request more meaningful
- Stay professional in your interactions

ADDITIONAL INFORMATION

- Personalize your LinkedIn URL to include your name
- If you're currently job searching, be sure to utilize the "Open To" function
- Turn on "Creator Mode" to broaden your reach on LinkedIn