



HOW STUDENT LINKEDIN PROFILES
ARE USED BY DESTINY-GRAM'S
AI-PROFILING ALGORITHMS
IN AI-PERSONAL PROFILING

What Student LinkedIn Profiles Do Offer (Even When Light):

1. Education Info

- Institution, degree, major, graduation year
- This alone can be used to segment users and align with MCQs field-specific competencies

2. Skills & Interests

- Many students list skills, even if informal
- These can be mapped to personality/cognitive profiles or career pathways

3. Activities, Volunteering, Clubs

- Often overlooked, but these entries show values, interests, and soft skills
- Useful for mapping to motivation types or behavioural traits

4. Career Aspirations (via Interests & Follows)

- Companies, influencers, industries they follow = career signals
- Great data for tailoring mentoring prompts or AI guidance

5. Connections & Endorsements (if any)

- Early social graph and network size can give hints about confidence, proactivity, or support systems

How Destiny-Gram Can Use LinkedIn Smartly (Even When Incomplete)

Data Type	How to Use in Destiny-Gram
Education & degree	Tailored to specific MCQs and answers by discipline/year level
Skills listed	Match to cognitive themes, values, or mentoring pathways
Follows/interests	Predict career direction, surface relevant guidance
Volunteering/clubs	Reflect identity, social values, leadership traits
Profile completeness	Signal maturity, engagement, or confidence level

Bottom Line:

Even a sparse LinkedIn profile has signal value when combined with Destiny-Grams' MCQ-based profiling. The real power comes from triangulating behavioural data (MCQs) with self-declared goals or identity signals (LinkedIn).

Plus, this gives Destiny-Gram a reason to:

- Encourage better student LinkedIn use (as part of self-discovery)
- Potentially offer LinkedIn optimization feedback as a value-added feature