



LINKEDIN PROFILE CHECKLIST

Consider your audience, read your profile as they will and then edit accordingly. Provide detailed information that makes it easy for them to consider hiring you.

1. YOUR TOPFOLD – the all-important identifying headline

- Turn notifications off (until you've finished initial editing)
- Professional (looking) headshot- head and shoulders, white background, smile!
- Headline- specific and informative to your audience
- Custom URL
- Background image- industry specific, if possible
- Contact information

2. SUMMARY - Your personal introduction (story) written in first person

- Initial few sentence summary: who you are, type of position you're looking for (int. co-op, full-time), & contact info
- Your background (can include why you chose your major and your hands-on field related experience – on or off campus)
- Co-curricular work, involvement, and leadership
- Other work (summer jobs, etc.)
- Key words
- Attach your resume and other relevant media

3. EXPERIENCE – Field related first

- List all related experience in the field in which you wish to work (doesn't have to be paid employment: enterprise, senior design, class projects, research)
- Add relevant rich media
- Add your employment history (non-industry/field related)
- In Description area: highlight your technical, teamwork, leadership, communication & customer service skills

4. EDUCATION

- University
- Degree/major/minor of concentration
- Year in school and GPA (optional – but it **must** be on your resume)
- Course list
- Co-curricular activities and organizations (include any leadership positions held)

5. Skills and Expertise

- Choose all 50 (these also serve as your SEO keywords)
- Check for correct usage (spelling, acronym, etc.) with Indeed.com/trends
- Add/change according to job description keywords when applying online (ensure your integrity)

6. THE REST – filling as much as you can will make your profile complete and rise to the top of searches

- Groups
- Endorsements and recommendations
- Volunteer and Community Service
- Publications
- Honors and awards
- Organizations
- Certification
- Interest and hobbies