

LinkedIn Profile Checklist

CAREER RESOURCES



- ❑ **PHOTO:** Snap a shot in front of a plain background, and don't forget to smile
 - Only **you** should be in your picture
 - Be yourself! Dress appropriately for your field and line of work
 - Add in a background photo that reflects your field of interest

- ❑ **HEADLINE:** Write an attention-grabbing headline by explaining what you currently do and how you add value
 - Use **keywords**, not buzzwords
 - Avoid defaulting to your current job title – you want to showcase your passions, and sometimes your job title doesn't capture that

- ❑ **ABOUT:** Describe what motivates you, what you're skilled at, and what your next steps are
 - Never leave this section blank! This is your opportunity to impress your viewers by concisely summarizing yourself
 - Update your summary constantly – your LinkedIn profile is a living document and should be reflective of your current accomplishments

- ❑ **EXPERIENCE:** Highlight your experience by listing positions you have held while also showcasing your achievements and key accomplishments
 - Add rich descriptions that reflect the STAR technique

- ❑ **EDUCATION:** List your post-secondary educational experience
 - Include relevant coursework, projects, extracurricular activities, and notable achievements

- ❑ **SKILLS & EXPERTISE:** Add at least 5 key skills – your connections can endorse you for the things you're best at
 - Share skills that are relevant to your job goal, including transferable and technical skills

- ❑ **VOLUNTEER EXPERIENCE & CAUSES:** Adding the volunteer work and causes you have participated in will enhance your professional identity
 - Employers often see volunteer experience as just as valuable as paid work

- ❑ **PROJECTS:** Whether you are including academic projects from class or activities you completed on your own, talk about what you did and how you did it
 - Share photos, videos or slideshow presentations so employers can see samples of your work

- ❑ **LICENSES & CERTIFICATIONS:** Add your professional credentials to your profile to showcase your knowledge and achievements
 - Taking courses and certificates on LinkedIn Learning to add to this section