

LinkedIn Checklist

Profile Photo

- Industry-appropriate attire.
- Neutral or natural background.
- Avoid “selfies” if possible – it does not have to be a professional headshot.*

*If you do want a professional headshot, get connected with us in Career Services – we can direct you to some resources of where to go for free or low-cost!

- Just yourself.

Headline

This is a short sentence to tell someone who you are and what you have to offer.

- Relate it to your field of study/desired industry.
- Mention what you want to do.
- Make it short, memorable and professional.

Example: Graduate Student, MS in Information Management, Aspiring BI Analyst skilled in Data Sourcing, Forecasting, and Communication.

Summary

In a few sentences to a few paragraphs, demonstrate why they should hire you.

- Be clear and concise.
- Use key words that are relevant to your industry.
- Describe your skills and goals.

Work and Volunteer Experience

- Include past and current work experiences, leadership roles, and volunteer opportunities.
- Highlight your accomplishments.
- Include metrics of success or improvement.

Example: if you’ve ever managed a team or student project, include the actual number of people under your leadership instead of descriptive language (large, small, etc.)

- Can include more information than a standard résumé, but keep it concise and effective.

Skills and Endorsements

- Make sure the skills you list are relevant to your industry.
- If making a career or discipline shift, focus on universal, transferable competency skills (such as communication, problem solving, etc.).
- Add at least five skills.
- Connections can endorse you for the skills at which you are best.
- Endorse the skills of people with whom you have **direct** experience – they may endorse you back!

Education

- Include community college or previous school if applicable.
- List your university, field of study and expected graduation year. Upload thesis work (if applicable/Ph.D.), discuss projects or specialized courses you've taken that are relevant.
- List the activities and societies in which you are involved.

Recommendations

- Ask supervisors, professors or teammates to write you a recommendation.*
- Pick a person who knows your skillsets and abilities well.**

*If you don't have a lot of applicable work experience that relates to your desired industry yet, that's okay! If you are an undergraduate student, you can always fill out this section another time.

**Quality is better than quantity here; it is better to get a recommendation based on your true skills and qualities than a recommendation that is surface-level. Only ask someone who has experience working with or mentoring you long-term.

Accomplishments

- Include projects, certifications, languages, relevant courses, and compelling awards.

Custom URL

- Customize/personalize your public URL so that it reflects your name and can be used in professional documents like résumés.

