

LinkedIn Profile Check-list

<input type="checkbox"/>	<p>Professional Photo</p> <ul style="list-style-type: none"> Should be a headshot of you in professional outfit with a non-distracting background. Recent photo in color. It should only show you (no group shots, partially cropped people, or animals). Remember to smile!
<input type="checkbox"/>	<p>Headline</p> <ul style="list-style-type: none"> This is an opportunity for your personal branding. Some examples include “Current Senior in Informatics and Aspiring Information Technology Leader,” and “Recent Graduate Data Specialist Information Leader”
<input type="checkbox"/> <input type="checkbox"/>	<p>LinkedIn URL & Contact Info</p> <ul style="list-style-type: none"> Your URL should be something short and simple- your full name, partial name, initials and last name, etc. This will also help your profile show up in search results. It will look cleaner on your resume as well. Ex: “www.Linkedin.com/in/Harrybruce” Add an email address you actually use. Employers might send you job information. Consider adding a phone number too
<input type="checkbox"/>	<p>Summary</p> <ul style="list-style-type: none"> What do you want people to know about you? Emphasize your strengths, qualifications, and interests. This section is similar to how you would write a summary of qualifications on a resume or cover letter Use short blocks or bullet points. Make sure to include keywords as this area is very searchable (job-specific skills)
<input type="checkbox"/> <input type="checkbox"/>	<p>Education & Projects</p> <ul style="list-style-type: none"> You can enter “University of Washington” or “University of Washington Information School” or both. Adding both may make you more searchable on LinkedIn You can rearrange your LinkedIn to have education before or after experience. “Library and Information Science”, “Information Science/Studies”, and “Informatics” are all fields that can auto-populate. “Information Management” does not show up but you can manually type it in or choose something similar (such as “Management Information Systems” or “IT Management” Add specific projects and coursework to this section
<input type="checkbox"/>	<p>Experience</p> <ul style="list-style-type: none"> This can come before or after education. This section is very similar to a resume. Use bullet points, “*”, or “-“ Start with action verbs, focus on results and accomplishments, day-to-day activities, and use numbers and percentages if possible. Ex: “Deployed two normalized database schemas to track alumni and employer information in SQL Server 2012,” and “Raised awareness about philanthropy and activities for alumni at UW by making an average of 50 phone calls per day”

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<input type="checkbox"/>	<p>Skills/Endorsements</p> <ul style="list-style-type: none"> • Add at least 5 skills. LinkedIn will create and suggest these if you don't. These skills are highly searchable- think about the skills you have and that are needed for the job you want. Ex: JavaScript, HTML, Communication, Taxonomy • Connections can endorse you for these skills
<input type="checkbox"/>	<p>Connect with People</p> <ul style="list-style-type: none"> • Connect with people you know or would like to get introduced to. You should have at least 30-50 connections • Always send a customized connection note! Especially if you are connecting with someone you have not met. Ex: "I am a current iSchool student at UW and I saw you had also graduated from my program in 2012. I wanted to learn about your experience at UW and ____ (company) and was curious if I could treat you to grab a coffee – Your Name." • <i>Note- this section is limited to 300 characters</i>
<input type="checkbox"/> <input type="checkbox"/>	<p>Join Groups & Follow Companies/Industries</p> <ul style="list-style-type: none"> • Join at least 5 groups related to your career or personal interest, area of study, or industry. This can increase your network and allows you to view profiles or people you are not connected with • Follow companies and industries to stay up to date on your news feed
<input type="checkbox"/>	<p>Get Recommendations</p> <ul style="list-style-type: none"> • Just as you may jump to Yelp before deciding on a restaurant or Amazon reviews before buying a product, the recommendations section can help you stand out as a candidate. Viewers of your profile often check out your recommendations to see what other people have to say about working with you. The best people to give you a recommendation are those that value your work. These could include a manager, colleague, co-worker, customer, client, or professor • People can voluntarily write a recommendation for you, but more times than not you will need to reach out proactively to ask for one
<input type="checkbox"/>	<p>LinkedIn Alumni Tool (<i>Optional</i>)</p> <ul style="list-style-type: none"> • LinkedIn Alumni tool: Use this to see where UW alumni with your degree are working, what skill sets they have listed on their profile, what job titles they are listing, what city they are living in, and more. This is a great researching tool but also a great way for you to find and connect with alumni. www.linkedin.com/alumni