

LinkedIn Checklist

Student: _____

Semester: _____

Goal: Develop a solid on-line to assist in job search and for future networking

Required Tasks/ Elements	<ul style="list-style-type: none"> ○ Create LinkedIn profile with a professional photo ○ Connect with 5 professional contacts ○ Join 3 professional groups ○ Follow 3 companies that could be potential employers ○ Add & update skills
Assessment	<ul style="list-style-type: none"> ○ Exceeds requirements ○ Meets requirements ○ Needs improvement

Detailed Profile Review

	LinkedIn Profile Elements	Comments and Suggestions
	Headline, Location, Industry, Photo - <i>Headline should be memorable blurb about you in professional context</i>	
	Summary - <i>Provide concise, confident description of qualifications, goals, and background</i>	
	Experience - <i>Use resume to build this section, include most jobs, internships, volunteer experience, etc.</i>	
	Skills & Expertise - <i>List your professional skills; your connections also have the opportunity to endorse you for various skills</i>	
	Education - <i>Specify anticipated degree, major and minor (if applicable), GPA if 3.0 or above</i>	
	Personal Details – <i>Recommended to leave this blank</i>	
	Interests - <i>Consider adding interests that align with those you may have placed on your resume</i>	
	Advice for Contacting [You] - <i>Information you place here is public; indicate the type of opportunities that you are interested in pursuing</i>	
	Recommendations - <i>You have written and those that have been written about you appear here</i>	
	Connections - <i>Connect only with individuals whom you know well.</i>	
	Groups - <i>Follow groups and companies of interest</i>	