

The LinkedIn Profile Checklist

This checklist has been designed to help you to reflect on your LinkedIn profile, and to give you ideas for how to develop it further...so that you can be sure the impression you are giving is professional and that you are using the platform most effectively.

Are you? **Green = excellent job**, **Amber = room for improvement**, **Red = needs work!**

<p><b>Professional Photograph</b></p>				<p>First impressions count. Wear smart clothing and a smile, clear picture with a neutral background, no other people obviously cropped out and not a selfie!</p>								
<p><b>Headline (or 'branding statement')</b></p>				<p>The first piece of information that anyone will read about you and your 120 character hook to people finding you in a LinkedIn search. Keep it short and snappy, but descriptive and keyword rich. Customised to showcase core interest areas/relevant skills/experience/qualities.</p> <ul style="list-style-type: none"> <li>➤ This can be hard if you have little experience or are unclear about your career direction, but the following examples might give you some ideas:</li> </ul> <table border="1" data-bbox="472 628 2150 884"> <thead> <tr> <th data-bbox="472 628 1167 683">Starting with this...</th> <th data-bbox="1167 628 2150 683">Could turn into this...</th> </tr> </thead> <tbody> <tr> <td data-bbox="472 683 1167 762"><i>Final Year Media Communications with English Student</i></td> <td data-bbox="1167 683 2150 762"><i>Creative Communicator, Writing and Words Inspire me</i></td> </tr> <tr> <td data-bbox="472 762 1167 804"><i>Marketing Graduate from Bath Spa University</i></td> <td data-bbox="1167 762 2150 804"><i>Digitally Savvy Marketer Seeking Graduate Career</i></td> </tr> <tr> <td data-bbox="472 804 1167 884"><i>Undergraduate Biology Student at Bath Spa University</i></td> <td data-bbox="1167 804 2150 884"><i>Research Focused Biology Student Seeking Professional Laboratory Experience</i></td> </tr> </tbody> </table>	Starting with this...	Could turn into this...	<i>Final Year Media Communications with English Student</i>	<i>Creative Communicator, Writing and Words Inspire me</i>	<i>Marketing Graduate from Bath Spa University</i>	<i>Digitally Savvy Marketer Seeking Graduate Career</i>	<i>Undergraduate Biology Student at Bath Spa University</i>	<i>Research Focused Biology Student Seeking Professional Laboratory Experience</i>
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<p><b>Summary</b></p>				<p>Completing your summary can get you 7x more profile views. Make it specific and unique. Between 150 and 350 words of keyword rich text targeted towards your area of study/career goals/industries of interest/specific job roles. Address your strengths, experience and achievements.</p> <ul style="list-style-type: none"> <li>➤ Bring it to life by adding media e.g. a link to your YouTube video CV</li> </ul>								
<p><b>Education</b></p>				<p>Complete all of your information; make sure the details are correct. List course title, full name of college/university (verify automatic hyperlink to university's homepage on LinkedIn) highlight relevant modules, grades and include a summary or overview of the course in the description box.</p>								
<p><b>Experience/ Volunteer</b></p>				<p>You can include any paid and unpaid experiences e.g. part time work, summer internships; roles of responsibility in university e.g. Course Rep, Volleyball Team Treasurer. For each role state the job title, employer/volunteer organisation and to/from dates.</p> <ul style="list-style-type: none"> <li>➤ Be descriptive about your responsibilities for each role to demonstrate your abilities, with a focus on: what you did, how you did it, why you did it, what you achieved/results, what you learnt, how you developed/used your skills.</li> <li>➤ Use active verbs (demonstrated, created, delivered, initiated, etc.) and quantify the results where possible e.g. Taught English to 20 primary school students / Raised €500 for charity through charity walk. Avoid long paragraphs of text, and use short, dynamic phrases.</li> </ul>								

<b>Skills &amp; Endorsements</b>				<p>This is another chance for you to demonstrate your skills, these can be "hard skills" e.g. Python, HPLC, Photoshop, CAD, language skills or 'transferrable' skills e.g. Presentation skills, leadership, problem solving. Having them listed on your profile in this section will help you come up higher in the search results, so will asking your connections to 'endorse' (or vote) for your top skills.</p> <ul style="list-style-type: none"> <li>➤ As a starting point, are you able to showcase some of most commonly sought graduate skills/attributes? e.g. Commercial Awareness, Communication, Teamwork, Negotiation &amp; Persuasion, Problem Solving, Leadership, Organisation</li> <li>➤ Next, highlight the skills and abilities that are required by employers in the careers areas that interest you – this might take a bit of research. Use job adverts and job profiles to help you get a sense of the most common ones required.</li> </ul>
<b>Connections</b>				<p>Once you have completed as much of the profile as possible it's time to start connecting with people. Start with your class mates, lecturers, work colleagues, past employers/volunteer coordinators, alumni, possible future employers – do not simply replicate your Facebook friends list!</p> <ul style="list-style-type: none"> <li>➤ A minimum of 50 connections is required for LinkedIn 'All Star' status.</li> </ul>
<b>Discussion Groups &amp; Follow Companies</b>				<p>Explore groups that link to your degree discipline, interests and career ideas e.g. alumni groups/professional organisations and engage in conversation with like-minded people, gain new insights and build your network of professional connections.</p> <ul style="list-style-type: none"> <li>➤ Join at least 5 relevant groups.</li> <li>➤ Follow at least 5 or more companies that interest you, get alerts to any opportunities they may advertise.</li> </ul>
<b>Rich Media</b>				<p>Bring your profile to life with visuals - nothing shows the quality of your abilities like some proof!</p> <ul style="list-style-type: none"> <li>➤ Include files or web links of projects/design work/pieces of writing/presentations etc.</li> </ul>
<b>Recommendations</b>				<p>Ask people that worked with you to write a recommendation (or reference) for each of the roles/experiences in your profile. Recommendations are highly valued, but aim for quality not quantity.</p> <ul style="list-style-type: none"> <li>➤ Two really meaningful recommendations from a tutor or manager will be a good start.</li> </ul>
<b>Personalised URL</b>				<p>Enhance your personal brand by creating a custom URL for your LinkedIn public profile</p> <ul style="list-style-type: none"> <li>➤ e.g. <a href="https://uk.linkedin.com/in/BenSmith">uk.linkedin.com/in/BenSmith</a> instead of <a href="https://uk.linkedin.com/in/ben-smith-kfo7mfjjhd">uk.linkedin.com/in/ben-smith-kfo7mfjjhd</a></li> </ul>
<b>Spelling &amp; Grammar</b>				<p>Someone has proof-read your LinkedIn profile for spelling and grammatical errors. At the very least you have cut &amp; paste into Word and spell checked everything. Have not used jargon or abbreviations that may confuse the reader.</p>