

LinkedIn Checklist

LinkedIn Profile:

View the [Explore Webpage](#) for more interview preparation support.

ESSENTIALS

- Profile & Background Picture** – Profile photo is focused only on you, professional appearance, well lit, clean background. Background photo related to your career, but can be more creative.
- Public Profile & URL** – Most LinkedIn profile URLs contain random numbers (which can be removed). Make it easier for professional connections to find your profile by simplifying your profile URL.
- Headline** – Describes the job you want and your key skills. Imagine what a recruiter might type into the search box and use those keywords.
- Summary** – Brief paragraphs summarizing your professional background, key areas of expertise, and any accomplishments you are proud of.
- Experience** – List at least three recent jobs, internships or extracurricular activities with detailed descriptions of your responsibilities and accomplishments in each one.
- Skills, Endorsements, & Recommendations** – Have a mix of skills, endorsements, and recommendations to show what you are capable of.
- Education** – List schools and colleges you have attended post high school. Many jobs have a required education level for their positions. Plus, you may run across a fellow alum!
- Miscellaneous** – Make sure your message is clear: what stage in your career journey are you experiencing, and how would you like to progress? In most cases, write in 1st person, for approachability. Double check spelling and grammar.

BONUS

- Activity** – This is your opportunity to post, re-post, react, or comment on LinkedIn content. Make sure to interact with LinkedIn content that is work appropriate and aligns with your professional values.
- Interests** – Follow the official pages of companies and schools you are interested in and align with your career journey. Other professionals are more willing to connect on LinkedIn if they share common interests!

COMMENTS

