



Linked Profile Checklist

This is a checklist to help build a LinkedIn Profile.

Before You Make Changes









- After creating a draft of your profile, hide it from everyone to insure it will not be seen until it is **100% complete**.
 - You can find this setting under *Privacy & Settings > Profile > Settings > Edit your public profile > Make my public profile visible to no one*
- If you already have a profile and need to make changes, turn off your activity broadcast or hide the profile to make changes. Do not bombard your connections with activity updates.
 - You can find this setting under *Privacy & Settings > Profile > Privacy Controls > Turn on/off your activity broadcasts*
- **Make sure to turn on activity broadcasts and make your profile visible to everyone after you have completed your edits.**



















TIP: Your LinkedIn Profile is not a copy of your resume! It is so much more and can do so much more for your career advancement.

TIP: You can move sections around in your LinkedIn Profile. Move the sections to the top that demonstrate your greatest strengths and accomplishments.

CHECKLIST BEGINS HERE

100% - Your profile is 100% complete before making it visible to everyone.	<input type="radio"/> <input type="radio"/>
Name - Your name should be professional, followed by current and relevant degrees and certifications.	<input type="radio"/> <input type="radio"/>
Headline - Your headline should contain the keywords you want to be searched for, or you can use it to broadcast your availability for current opportunities or a new job.	<input type="radio"/> <input type="radio"/>
Picture - Your profile should include a professional headshot of yourself – the photo should not include other people, poor lighting, or busy backgrounds.	<input type="radio"/> <input type="radio"/>
Connections – You want to connect with persons who are influencers, decision makers, and hiring managers. You want 500+ connections, for this improves your search rankings.	<input type="radio"/> <input type="radio"/>
Contact Information <ul style="list-style-type: none"> • Use a professional email address. • Provide a phone number. • Do not add an address if you do not want to share an address, instead have responders contact you through your email address. 	<input type="radio"/> <input type="radio"/>

<ul style="list-style-type: none"> • Add your Twitter ID if you have one. • Add custom websites (max of 3), using keywords to describe the site • Create a customized LinkedIn profile URL 	
<p>Summary Section</p> <ul style="list-style-type: none"> • This is your greatest whitespace, or billboard, to tell your story. • Use strong keywords to tell your story. Use the same keywords in as many sections of your profile as possible, but use them correctly. • What are your strengths? What sets you apart from others in your industry? • Use powerful resume words, see this Pin on Pinterest - http://www.pinterest.com/pin/448600812854607464/ • Add a Specialties section at the bottom of the Summary section. List all the things you are good at and have a passion for, using strong keywords. 	
<p>Experience</p> <ul style="list-style-type: none"> • When entering a title, use strong keywords to aid in your profile being searched. • Also, use strong keywords and powerful resume words to describe the work you have accomplished. Be confident not arrogant. • Do not be afraid of a break in your work experience. Instead, be prepared to discuss this in an interview, if asked. 	
<p>Multimedia - Add web links, videos, and presentations to you Summary Section and to your Experience Section, using LinkedIn's multi-media function, when appropriate and relevant.</p>	
<p>Education</p> <ul style="list-style-type: none"> • Always list your education beginning with the highest degree. • List any current degrees you are pursuing and add the expected graduation date. This lets employers know when you are available for that dream career. 	
<p>Certifications</p> <ul style="list-style-type: none"> • List all certifications you have achieved, with the most recent or relevant first. <ul style="list-style-type: none"> ◦ If you are making a career change and have certifications from other industries, list those last. 	
<p>Organizations</p> <ul style="list-style-type: none"> • List all current professional organizations for which you are a member. <ul style="list-style-type: none"> ◦ If you are a student, join industry organizations in your field of study. You can usually receive a student membership rate. ◦ This is great for networking and learning more about your industry. 	
<p>Courses</p> <ul style="list-style-type: none"> • List specialty courses you have completed, or are taking. • List the current course you are taking in your degree, if it is a core class, not a general education course. 	
<p>Honors & Awards - List current awards, not awards from earlier decades.</p>	

Projects - List projects that you are pursuing in school, work, professional organization, or another area of your life.	 
Publications – List any work you have published: book, paper, presentation, report, video, etc.	 
Volunteer Experience & Causes – Add any volunteer experience you have, or causes you are interested in or support.	 
Recommendations – Recommendations are critical. You should have at least 1-3 recommendations per job experience listed or at least 10 for your profile.	 
Skills & Expertise <ul style="list-style-type: none"> • This section is based on your strengths and expertise. • The keywords listed are crucial, for they are what potential recruiters and employers will search. • Begin creating this section by selecting 50 skills & expertise that best describes your abilities. <ul style="list-style-type: none"> ◦ Use LinkedIn’s recommended skills and expertise keywords for these are the most popular searched keywords. • Seek out others to endorse you for your skills & expertise. • The more endorsements you receive, the better. • When you receive an endorsement, you need to give one. <ul style="list-style-type: none"> ◦ However, do not endorse someone for a skill you do not know they have. 	 
Interests – Use this section to let others know your interests. For example, you could state interested in career opportunities in a different state.	 
Groups <ul style="list-style-type: none"> • LinkedIn will let you join only 50 groups. • Join groups that are active and have several members. • Groups can increase your networking opportunities. • Groups can provide a platform to build your expertise for Groups allow you to ask and answer questions in your industry. • Groups are a great place to find current research from industry experts. • Groups are a great place to seek out experts for interviewing. • Groups are a great place to seek a mentor. 	 
Other Sections You Can Add – Languages, Test Scores, Patents.	 
Once your Profile is complete, follow influencers you like and organizations for which you are interested in working.	 
Activity - LinkedIn is a professional networking site, therefore, post a daily activity that is of interest from your industry, useful information, positive quote, video, or an image.	