



## LINKEDIN PROFILE CHECKLIST

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### Keep Summary Short and Interesting

- Introduce connections to who you are as a professional. Include your passions, expertise and industry focus. Take the time to make it meaningful. You can highlight a recent degree, certification or activity to show you keep your profile up to date.

### Add Visual Content

- One of the biggest perks of LinkedIn is the opportunity to showcase relevant, tangible examples of your work. Presentations, designs, articles or videos you've created should be shared or linked. You can also add a background image, which is an easy way to give your profile personality.

### Don't Skip Sections

- Do your best to fill in organizations you belong to, volunteer work, boards you sit on, languages you speak and projects you've completed. All this will help your profile stand out and make you more searchable.

### Keep Information Up to Date

- Your profile is an extended version of your resume, so those two items should always match. Every time you think of something to add, put it on your LinkedIn and your resume immediately.

### Make Connections

- The whole point of LinkedIn is to make professional connections. Start with people you know, co-workers, friends, professors, etc. and grow your network.
- When you make a new professional contact, find them on LinkedIn right away and connect with them. Be sure to include a message about where you met to ensure they remember you.
- You can also connect with people in the industry or companies you are interested in. They may post about a job or relevant information you might find helpful.



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### Additional Tips

- ★ Customize your URL. Its an easy way to shorten your link and showcase it on your resume.
- ★ Keep your photo professional, use a head shot only. Don't leave this blank, especially if you want to come across as social media or tech savvy.
- ★ Add skills you want to be noticed for, it will also encourage others to endorse you for those skills. Endorsing others often triggers them to return the favor, building your credibility.
- ★ Stay active! Contribute and/or share articles, industry news and comment on things you find interesting.