

LinkedIn Profile Checklist

Use this as a guide to review your **LinkedIn profile** and ensure it showcases your professional story.

Profile and Background Photo

- ☐ **Profile:** Clear, current photo of yourself with a non-distracting background and good lighting
- ☐ **Background:** Personalize the header on your profile with an image that represents your brand

Headline

- ☐ Capture a current snapshot of your professional profile
- ☐ Include industry-specific keywords, titles, or skills

About (Summary)

- ☐ Concise, engaging story (1-2 short paragraphs) about your professional journey
- ☐ Content may include your area of interest, experience, key skills, and professional goals
- ☐ If you have a professional portfolio or website, you may consider including the link here

Experience

- ☐ Include relevant jobs, internships, job shadows
- ☐ Add details about your experiences to build on your skills used in each role using action verbs

Education

- ☐ List your degree(s), certification(s), and relevant coursework or programs
- ☐ Include any honors, awards, study abroad, or extracurriculars that add value

Skills

- ☐ Add 5-10 technical and transferable skills relevant to your current or desired career path

Additional Sections

- ☐ **Featured:** Use this to highlight your top posts, articles, certificates, portfolio link, etc.
- ☐ **Endorsements:** Professors, supervisors, and colleagues can provide endorsements for your skills
- ☐ **Volunteer Experience:** Include any volunteer experiences that you have had
- ☐ **Recommendations:** Include recommendations from supervisors, professors, or colleagues
- ☐ **Projects:** Highlight key projects and include a brief description of your role and the outcomes
- ☐ **Licenses & Certifications:** Add any certificates, licenses, or badges
- ☐ **Courses:** List relevant courses to increase credibility
- ☐ **Accomplishments:** Add honors, awards, publications, languages, or additional achievements

We recommend reviewing and updating your profile regularly to ensure accuracy, as LinkedIn frequently updates its features and design.