



CHECKLIST

LINKEDIN PROFILE

Directions: Review your LinkedIn profile using this checklist to ensure you have all the necessary elements for a professional LinkedIn profile. Watch the video for more information.

PHOTO/BANNER

- ☐ Professional headshot (close up, professional dress, chest up, good quality)
- ☐ Banner is customized to person or industry of interest
- ☐ "Open to Work" is highlighted (if interested in being recruited)

BASIC INFORMATION

- ☐ Full, legal name, same as resume
- ☐ City location is broad

HEADLINE (under name)

- ☐ Engaging, connected to career goals
- ☐ Presents passion, motivation, interests or skills
- ☐ Uses industry keywords
- ☐ NOT only "Student at"

ABOUT (paragraphs)

- ☐ Well written 2-5 paragraphs
- ☐ Engaging content
- ☐ Uses industry/career oriented keywords
- ☐ Doesn't list information gathered elsewhere
- ☐ Focuses on skills, competencies and results

ACTIVITY/POSTS

- ☐ Post regularly (once a month)
- ☐ Pictures with posts

EDUCATION

- ☐ All schools are listed
- ☐ Information is accurate
- ☐ Activities and honors listed

EXPERIENCE

- ☐ All experiences are listed
- ☐ Information is complete and accurate
- ☐ Skills developed are included
- ☐ Not a reiteration of resume, but some duties/skills are included
- ☐ Customized icons if available
- ☐ Consistent formatting

ADDITIONAL SECTIONS

- ☐ Completely filled in
- ☐ Adds to your profile and getting to know you

OVERALL

- ☐ Fully complete profile, all sections have content
- ☐ Well written/edited no typos, errors
- ☐ Factual, accurate information (the same as your resume)
- ☐ Professional content
- ☐ URL address is customized
- ☐ Keywords are utilized
- ☐ AI content edited to sound like you