

## LINKEDIN CHECKLIST FOR COLLEGE STUDENTS

Are you using LinkedIn effectively to find employment or internships? Here are tips to develop a strong LinkedIn presence that appeals to recruiters and employers.

**CHECK**



### Photos

- Are you smiling?
- Are you wearing professional attire?
- Is it a selfie? (No, you can do better!)
- Are you using a background header graphic that helps tell your story?



### Headline

- Does your headline include your ideal job, your major, or your top three skills?
- Are you spelling out critical words or using acronyms people will easily recognize?



### Contact Info

- Have you customized your LinkedIn URL, so it is easy to remember and share?
- Have you provided your email or phone number? (Double-checked their accuracy?)
- Do you have a portfolio or social media account, relevant to your desired job, to share?



### Summary

- Do you begin with something interesting, such as a story or a quote?
- Do you share why you chose your career or major?
- Have you uploaded a video, PPT, or PDF so people can easily see projects you have completed?
- Have you incorporated keywords from your ideal job descriptions?
- Is your writing concise with paragraph breaks?



### Experience

- Do your job descriptions explain your role?
- Do you quantify your accomplishments?
- Have you incorporated keywords from your ideal job descriptions?



### Volunteer Work

- Have you included volunteer work or service projects?

### Education



- Have you included where you went to school, the year you graduated, and your degree?
- Did you include your minor?
- If your GPA was impressive, did you include it?
- Did you mention fraternity/sorority organizations?
- Did you mention sports or other extracurricular activities?

### Skills



Have you chosen at least 20 skills that include keywords from your job descriptions and:

- Relate to your degree
- Reflect your work experience, courses, or hobbies
- Demonstrate your leadership and management experience

### Accomplishments



- Have you received any honors or awards?
- Do you have impressive test scores?
- Have you included any coursework relevant to the type of job you want?
- Are you a member of any organizations? Did you hold a leadership role?
- Do you speak any foreign languages?
- Have you described any high-profile projects not mentioned on your profile?
- Have you included articles and publications you authored?
- Do you hold any certifications or patents?

### Relationships



- Have you connected to professors, employers, and other people you want to stay in touch with or work with in the future?
- Are you checking your news feed at least once a week, so you can see what those people post? Are you liking or commenting?

### Thought Leadership



- Are you following industry leaders and reading news pertaining to your degree?
- Are you sharing interesting articles on topics relevant to your network once a week?

### Proofread, proofread, proofread!

Read your entire profile aloud to yourself—look for spelling errors (often auto-underlined in red), duplicate words (the the), missing words, or word misuse (to instead of too, your instead of you're, defiantly instead of definitely).

Make sure you update your profile when you win an award, learn a new skill, or join an organization.

For more tips about using LinkedIn effectively, visit [www.proresource.com](http://www.proresource.com).

Best of luck with your job search!

