

# LinkedIn Profile Checklist

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Model your LinkedIn profile off of successful individuals in your industry of interest.

## Headline

- Provides a short, specific summary of who you are professionally. 3 lines max, use vertical lines to include relevant keywords. For career switchers: “focus” – what you want to do, versus “background”.
- Consider adding job titles you are pursuing.
- Update location and industry (under the headline).

## Summary

- Offer a succinct version of your story, with key experiences, strengths, and professional goals.
- Include several of the keywords that relate most to industry & positions of interest.
- Use proper grammar with no spelling errors.
- Consists of a few bullet points or a few brief paragraphs. No more than 1 mobile screen long.
- Includes key skills, qualifications, certifications, trainings that relate to positions of interest. (Consider listing these, or other items, on a bulleted list.)
- If you don't have relevant experience, consider internships, classes, volunteer & extracurricular activities, professional development, research, and anything else directly related to positions you are seeking.
- Consider adding “Alternate spellings” of your name: including shortened and commonly misspelled versions.

## Experience

- Use official job title, such that your past manager would agree with what you have listed if a recruiter calls them (a key test for much of what you put on your LinkedIn profile or resume).
- Link employer name to that company on LinkedIn, such that company logos are on your profile.
- List your division either in the job title or in the position description, if the company had multiple divisions.
- Begin position description bullet points using strong action verbs.
- Quantify to explain the scope of work (size of the team, assets under management).
- Use the SOAR (Situation-Objective-Action-Results) format where appropriate to describe past experiences.
- Connect the work you did to the larger organizational goals/purpose.
- Highlight measurable accomplishments, and skills you developed
- Spend the most space describing work experiences that are most relevant to the positions you are seeking.

## Skills & Expertise

- List skills that you desire to use in your next position, which you have developed at any point. Be sure that these are in your top 10 list. Consider reviewing past job descriptions for these. Delete skills that aren't relevant.
- Include skills related to projects, coursework, experiences you have at Owen, and remember to update these while you are here.
- Endorse others and encourage others to endorse you.

## Education

- Mention degree(s) you are a candidate for and month/year expected.
- Optional: Includes relevant courses, honors, or campus activities in this section that relate to professional interests and experiences.

## Other Sections

- Use a professional photo – fitting interview dress for the industry/company/position you are pursuing.
- Include certifications, especially those listed on job postings of interest.
- Optional: List advice for contacting you, especially if you don't keep up with messages received via LinkedIn.
- Mention professional associations where you are/have been involved, if related to positions you are seeking.
- Customize public profile URL to simplifying sharing it. Add your customized url to your resume and email signature.