



PROJECT SPECIFICATION

Build Your LinkedIn Profile

General

CRITERIA	MEETS SPECIFICATIONS
Completion	<ul style="list-style-type: none">• Profile is public and error-free.• All sections are updated with relevant content.• Acronyms are written out in full, as well as abbreviated.• LinkedIn URL is customized with student's name, or personalization.
Profile is consistent.	<ul style="list-style-type: none">• Profile has a positive tone, without negative language.• Language is correct and consistent: present tense for current duties, past tense for prior duties and accomplishments.

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	<ul style="list-style-type: none">Content is written in the first person and uses easy to understand language.

Top Section

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Profile Picture	<ul style="list-style-type: none">High-quality and non-pixelated.Candidate is smiling and dressed appropriate for their desired office environment.Background of photo is not too busy or distracting.Cropped around the head and shoulders.
Cover Photo	<ul style="list-style-type: none">High-quality and non-pixelated.Content of image is generic, or relates to their work.
Headline	<ul style="list-style-type: none">Includes the job title they are currently applying to.

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	<ul style="list-style-type: none">• Does not reference the job search (ie: does not say "seeking roles" or "aspiring").
Articles and Activity	<ul style="list-style-type: none">• Recent activity, including comments, likes, and general community engagement.
Contact Information	<ul style="list-style-type: none">• Includes links to personal website, GitHub, or other pages where employers can learn more about them and their work.

Summary

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Summary	<ul style="list-style-type: none">• First person description of the user's abilities, including who they work with and how they contribute.• Written with a professional but conversational tone.• Media links to projects and other sites, including GitHub, personal websites,

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	<p>videos, presentations, or written work.</p> <ul style="list-style-type: none">• Preferred contact information is filled out.• Include a Skills section in the summary that lists 5 key skills (programming languages, software, etc.) for SEO purposes.

Network

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Groups & Organizations	<ul style="list-style-type: none">• Member of 3+ groups relevant to their job search.
Links	<ul style="list-style-type: none">• Educational institutions and company pages are correctly linked, with logos.

Projects

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Individual and Group Work	<ul style="list-style-type: none">• Profile includes at least two relevant project to their job search: personal, academic, or work projects.
Project Descriptions	<ul style="list-style-type: none">• Explain what the project is and briefly how it was developed.• Utilizes industry keywords.• Includes results, metrics, and findings.• Links to off-site media (ie. Source Code, GitHub, Personal Site, Video Walkthroughs, Presentations, etc.).

Experience

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Complete Work History	<ul style="list-style-type: none">• Include at least 3 jobs; full-time, part-time, internship, and unpaid roles they've held.• Omits negative language (ie. part-time, unpaid).• Has start and end dates (month & year), and location.

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	<ul style="list-style-type: none">• List awards and achievements.• Links to media for more context; including presentations, landing pages, GitHub, video walkthroughs, etc.• Utilizes relevant keywords to their search.
Clarity	<ul style="list-style-type: none">• Between 3-5 bullet points.• No sub-bullet points.• Written in past tense for previous work, and present tense for current work.• Bullet points begin with action verbs.• Includes concrete, numerical evidence, such as # of projects completed, increases in revenue, etc.

Education

CRITERIA	MEETS SPECIFICATIONS
Complete Education History	<ul style="list-style-type: none">• Education is listed in reverse chronological order.• Includes description of school, area of focus, and topics of study.• Utilizes relevant keywords to their search.

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	<ul style="list-style-type: none">• Udacity should be listed under Education or Experience, but not both.

Interests

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Community Connections	Following at least a dozen (12) industry leaders, companies, and topics related to their search.

Skills and Endorsements

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Optimized Keywords	<ul style="list-style-type: none">• At least 10 Optimized Keywords, ordered by relevance to their job search.• Skills listed can include both technical (ie: programming languages) and tech-relevant skills, such as "project management".

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	<ul style="list-style-type: none">• Skills section should not include commonly-used technologies such as Microsoft Word or PowerPoint.• Skills section should not include common soft skills like "communication" or "attention to detail".

Suggestions to Make Your Project Stand Out!

- Provide preferred contact information, including email, phone number, social media pages, etc. *Note:* LinkedIn does not allow some Contact Info, including email, to be shown to non-connections. In addition, it also advises against adding a public-facing email.
- Published articles in activity feed.
- Additional Accomplishments Sections
 - Publication
 - Certification
 - Patent
 - Course
 - Honor and Award
 - Test Score
 - Language
 - Organization
- Volunteer Experience

