UDACITY

PROJECT SPECIFICATION

Build Your LinkedIn Profile

General

CRITERIA	MEETS SPECIFICATIONS
Completion	- 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.	- 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.

CRITERIA	MEETS SPECIFICATIONS
	• Content is written in the first person and uses easy to understand language.

Top Section

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Profile Picture	• 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	• High-quality and non-pixelated. • Content of image is generic, or relates to their work.
Headline	• Includes the job title they are currently applying to.

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	• Does not reference the job search (ie: does not say "seeking roles" or "aspiring").
Articles and Activity	• Recent activity, including comments, likes, and general community engagement.
Contact Information	• Includes links to personal website, GitHub, or other pages where employers can learn more about them and their work.

Summary

CRITERIA	MEETS SPECIFICATIONS
Summary	• 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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	videos, presentations, or written work. • 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	• Member of 3+ groups relevant to their job search.
Links	• Educational institutions and company pages are correctly linked, with logos.

Projects

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Individual and Group Work	• Profile includes at least two relevant project to their job search: personal, academic, or work projects.
Project Descriptions	• 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

CRITERIA	MEETS SPECIFICATIONS
Complete Work History	• 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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	• 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	• 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	• Education is listed in reverse chronological order. • Includes description of school, area of focus, and topics of study. • Utilizes relevant keywords to their search.

CRITERIA	MEETS SPECIFICATIONS
	• Udacity should be listed under Education or Experience, but not both.

Interests

CRITERIA	MEETS SPECIFICATIONS
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	• 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".

CRITERIA	MEETS SPECIFICATIONS
	• 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