**LinkedIn Profile Marking Checklist**

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| --- | --- | --- | --- | --- | --- |
| Criteria | | | | Were the Criteria met? | |
| Y | N |
| A professional head shot:  ❑ Head and shoulders only  ❑ Background is not distracting  ❑ Person is in focus  ❑ Creates an appropriate impression i.e. not too casual | | | |  |  |
| Heading (Headline):  ❑ 3-5 key words beneath name  ❑ Lists areas of expertise and specialisation (job sector) using keywords  ❑ Uses vertical bars (|) to separate key words | | | |  |  |
| Summary:  ❑ Overview (describes the person, what they do and what they’ve achieved)  ❑ Lists additional descriptions of experience, expertise, awards, etc.  ❑ 200-2000 characters  ❑ Written in the first person | | | |  |  |
| Populated key fields where applicable:  ❑ Education  ❑ Work experience  ❑ Projects  ❑ Interests  ❑ Languages | | | |  |  |
| Use of key functionality:  ❑ Connections  ❑ Following companies or interest groups  ❑ Endorsements  ❑ Recommendations | | | |  |  |
| Overall strength of LinkedIn profile:  ❑ Professional language, tone and content  ❑ Error-free (no spelling or grammar mistakes) and clearly written  ❑ Up to date with latest education and experience | | | |  |  |
| Once you have completed your review, provide an overall assessment of the profile by choosing one of the following: | | | | | |
| **Below standard** Failed to complete a LinkedIn profile. | **Approaching standard**  Completed the LinkedIn profile but some areas need more work. | **At standard**  Completed the LinkedIn profile to a good standard, some minor improvements to be made but none impacting the professionalism of profile. | **Above standard** Completed the LinkedIn profile to a high standard. | | |