Optimise your LinkedIn Checklist

Profile picture	☐ Is your profile picture optimised?
	    ☐ Are you looking at the camera?
	    ☐ Is there a plain background?
	    ☐ Do you have a calm/relaxed face
	    ☐ Is the picture high quality?
	    ☐ Apply the rule of thirds (80% of their face needs to be in the centre of the photo)

Profile Headline	☐ Is your headline in the following format? {Degree} | Seeking {X} roles | Relevant achievement Max 80 characters
About section	☐ Write the 'About' section in this format: *I am a recent {Degree} Graduate from the {university name}, where {I graduated with a First Class degree} / {any other major achievement}. I am looking for Graduate roles in Operations or similar.* *I became passionate about {role} when {insert story here}.*
Work experience	☐ Is your experience listed in chronological order? ☐ Is the description of EACH experience within 100 words max? (Take your best bullet from your CV and add it to each experience on LinkedIn) ☐ Are promotions listed as separate roles?
Education	☐ Have you included your grade (only if 2:1 or above)? ☐ Did you add a picture of your degree certificate (if you have it)? ☐ Did you include a one-liner for achievement at each institution you studied at? ☐ Contract-based roles
Marking profile as 'Open to work'	☐ Did you mark your profile as 'Open to work' and ONLY make it visible to recruiters?

SEO Optimising your profile	☐ Is your URL in the following format? **_www.LinkedIn.com/firstname-lastname_**
LinkedIn premium	☐ Did you send the below message to 20 people for a FREE LinkedIn premium 2-month trial? _Hey {Name}, can you please send me the 2-month FREE LinkedIn Premium? Thanks_