

Building Your Software Engineering LinkedIn Profile

This doc will lead you through the construction and development of your LinkedIn Profile and how to highlight your unique experiences and sharp technical skills for potential employers. The checklist items are required to get a passing grade on these projects, so be sure to review each item carefully.

Note: falsifying or misrepresenting your experience may result in losing access to career services and/or program eligibility.

Let’s dive in!

## **Getting Started**

You will need some key materials before you build or update your LinkedIn Profile:

* Your completed [Accomplishment Statements Worksheet](https://www.springboard.com/archeio/download/1985eab08b0d438db3e41af858274f80/)
* [Adding Your Springboard to Your Resume & LinkedIn Profile](https://www.springboard.com/archeio/download/dd5803baf67944c29733c5f7fb425276/)
* Examples of [Standout Profile Components](https://docs.google.com/document/d/1asTwME41JiUL2E2wsWrUAQKPfy265ZahkCspS7xELjQ/edit?usp=sharing)

## **LinkedIn Checklist**

Project: Create/Update your LinkedIn Profile

**\*\***To edit, click *File > Make a copy* or *File > Download As >* (select file type)**\*\***

| **Criteria** | **Meets Expectations** |
| --- | --- |
| Section Completion Checklist | * URL * Headshot and background image * Contact Info * Location * About Section * Featured Posts * Experience Section * Education Section * Licenses & Certifications * Skills Section * Recommendations * Interests (ex. Groups, Companies) |
| URL | * Your LinkedIn URL is customized to include your first and last name. Pro Tip: Check out this [LinkedIn article](https://www.linkedin.com/help/linkedin/answer/a542685/manage-your-public-profile-url?lang=en) for step-by-step instructions to edit your URL. |
| LinkedIn Connections | *Optional, but highly recommended*   * 500+ connections   Learn [why it’s important to reach 500+ connections](https://www.linkedin.com/pulse/what-happens-when-you-reach-500-connections-linkedin-madison-mussio/) |
| Photos | Headshot and Background Image   * Headshot: Your picture is a professional, high-quality headshot. (Pro Tip: If you do not have a headshot, consider asking a friend or family member to take a picture of you.) A headshot with you smiling is highly recommended! * Background Image: Your background image is professional and reflects your professional brand. Pro Tip: Check out [Unsplash](https://unsplash.com/) for freely reusable images to add as a background. |
| Contact Info | * Includes a link to your portfolio * Includes your email address (optional) |
| Location | * If you do not live in a Metro Area, indicate the nearest Metro Area. Ex. Cedar Park, TX --> Austin, TX |
| Headline | * Is not the generic, default headline * Is descriptive and includes your desired career and top skills   Ex.  Software Developer | HTML/CSS | JavaScript | Typescript | React | Python | Digital Marketing |
| About/Summary section | * Written in first-person as this feels more personable * First line is engaging * An intro about you and the field/position you are moving into * Includes a bit about what you’ve done in the past and highlights transferable skills. Protip: Consider using parts of your Elevator pitch! * Explains why you are passionate or what excites you about your chosen career path * Includes a list of your technical skills at the bottom of your summary. Protip: Copy and paste these from your resume! * Does not include a list of your power skills (ex. Teamwork, problem-solving, collaboration) * Has a call to action. Ex. *Check out my portfolio!* |
| Featured posts | * Includes a thumbnail and link to your portfolio. If you don’t have a portfolio yet, include at least one link to a case study or Springboard project. Note - only include links to projects or portfolios that you feel great about. If you’re unsure, do not add. |
| Experience section | * Includes all recent and relevant work experience with the company name, position title, employment dates, locations * If including Springboard in this section, it clearly states that you are a student or fellow. See [Adding Springboard to your Resume and LinkedIn](#_ety0dolf618o).   + Consider [position grouping](https://www.linkedin.com/help/linkedin/answer/a548226/position-grouping-in-your-profile-s-experience-section?lang=en) for each Springboard Project * Relevant professional experience highlights [transferable skills](https://docs.google.com/document/d/11eHckHMGRz8imRx1agKxDfNcRL_Iz-LKgArrRQOVuDI/edit) and includes any software engineering-related volunteer, pro bono, and contract work * Add “Skills: JavaScript, Python, etc.” at the bottom of each experience listed to showcase technical skills * Experience demonstrates your “power skills” (ex. collaboration, problem-solving, teamwork) * Job titles and company names are clear and easy to see/understand * Bullet-point statements describing your work are concise and emphasize [outcomes, achievements, and quantification](https://www.springboard.com/archeio/download/1985eab08b0d438db3e41af858274f80/) of results where possible. Aim for 3-6 bullets reflecting accomplishments for each employment experience * Verb consistency - use past tense verbs for any previous experience or projects |
| Education section | * All education, including Springboard, is included. See [Adding Springboard to your Resume and LinkedIn](#_ety0dolf618o). * Omit high school and Associate's Degree information if you have a bachelor’s degree |
| Licenses & Certifications | * Include any certifications that may be relevant for your software engineering career (ex. Data Visualizations, Microsoft Azure, Learning Git and GitHub) |
| Skills section | * Includes the technical and power skills that align with your career goal. Example: Front-end development; JavaScript; Python; collaboration, etc. * Top 3 skills are rearranged to highlight only software engineering skills. Pro Tip: Check out other [Springboard alumni profiles](https://www.linkedin.com/school/springboard/people/?facetFieldOfStudy=100349) for skills section ideas and inspiration. |
| Volunteer Work | *Optional*   * Include any volunteer work you’ve engaged in, especially within the last few years |
| Recommendations | *Optional, but highly recommended*   * You have at least one recommendation from someone who can speak to your work -- consider asking your mentor (not career coach), a manager, a colleague, or a classmate on a group project |
| Interests | * You are following companies aligned with your interests * You have joined at least two relevant groups for your career |
| LinkedIn Optimization | * Consider using the LinkedIn Review feature on [Resume Worded](https://resumeworded.com/linkedin-review/optimize-linkedin-profile) to get feedback on optimizing your profile |