**LINKEDIN RUBRIC**

Students should have the following components on their LinkedIn profile before a member of the careers team reviews it for endorsement:

**Profile and Cover Photo:**

* Profile photos should be a clear headshot of the individual, no hats (unless. It is okay if the photo is not a professional headshot.
* Students should personalize the banner photo. This can be of anything of their choosing and show their personality a bit, as long as it’s appropriate.

**Headline (title below the profile picture):**

* Identifies the industry role they qualify for and what they’re interested in. For example: “Data Scientist, with a passion for….”

**“About” Section:**

* A few sentences to describe their background, things they have done, interests, and passions. It should include technical skills and key accomplishments. This can be written in first person.

**Experience:**

* All professional job roles should be listed in this section, with each role containing a description that highlights skills or responsibilities. Avoid paragraphing the information in this section; skills and responsibilities should be bulleted.
* Lambda School can also go under your experience section. Your title must be [name of program] Student (example: Data Science Student) unless you’re a TL or SL. Copy and paste your Lambda projects here and also include them in the accomplishments section.

**Education:**

* Lambda School should be listed here, with a description highlighting their track. The student has properly linked to Lambda if you see the logo.
* All other education should be included. Udemy, Udacity or other MOOCs can be included in this section.

**Projects (falls under “accomplishments” section near the bottom of the page):**

* Students should have added all projects (min 3) they have created personally or during Labs or Build Weeks. Sprint projects are not to be used.
* Each project should contain a description of *what* the project does (a description sentence), a detailed *tech stack,* and a link (if deployed).

**EVALUATOR NOTES:**

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| **SECTION** | **Does not meet expectations** | **Meets expectations** | **Exceeds Expectations** |
| **Profile, Cover Photo and Headline** | Photos are missing or depict unprofessional imagery (vulgar language, drinking/drug use, goofy faces, political content, etc.). Headline is irrelevant or contains spelling/grammar errors. | Student has a photo of themselves; attire and background is appropriate, photo is smiling or neutral. Cover photo is work-appropriate. Headline is concise, relevant, with no errors. | Professional-looking headshot; smiling in photo, professional attire, clean background. Cover photo is work-appropriate. Headline is concise, relevant, with no errors. |
| **Personal Summary** | Summary is unrelated to their technical track, and/or contains multiple grammatical errors. | Summary clearly states career goals, and is concise, clear, and error free. | Summary is unique and engaging, clearly states career goals, and is concise, clear, and error free. |
| **Experience** | Prior experience is missing, or only lists company/title with no description of prior roles. | Prior experience is complete and highlights 2-3 bulleted accomplishments from past roles. | Prior experience is detailed and populated with power statements that highlight accomplishments from all past roles. Student highlights transferable skills. |
| **Education** | Education does not include Lambda School; details missing for other schools attended. | Lambda School and all other schools, including dates attended and certificates achieved. | Lambda School and all other schools listed, including dates and certificates, as well as summaries of coursework completed. |
| **Projects** | Projects missing details or not listed at all. | At least 3 projects are included with descriptions, list of tech skills used, and links to GitHub repo and portfolio. | All projects, including personal projects completed outside of Lambda School, included with descriptions, list of tech skills used, and links to GitHub repo and portfolio. |