

LinkedIn Checklist

Use this checklist to make sure you have accurately included all of your information on your LinkedIn profile.

Headline

- ☐ Unique one liner that conveys the student's personal brand

Summary

- ☐ 6-8 sentences
- ☐ No clichés or grammatical errors
- ☐ Supported by examples of relevant work experience
- ☐ Compelling case for why student is a great hire

Experience

- ☐ Full, description of each role
- ☐ All relevant experiences are listed

Skills

- ☐ 4-6 skills listed
- ☐ Skills are consistent with student's brand

Education

- ☐ College Partner and Year Up are listed
- ☐ Degrees, dates attended, activities, and awards included

Recommendations

- ☐ 2 recommendations listed (YU staff member, mentor, or co-worker (above intern level))
- ☐ List 2 of the people who have recommended you here:

Connections

- ☐ 25+ connections made

Key Connections

- ☐ 5+ people including: advisor, internship supervisor, mentor, writer of Year Up recommendation, former employers, co-workers, and guidance counselors
- ☐ List all 5 here:

Picture

- ☐ Photo is a professional – looking “head shot” of just the shoulders and head
- ☐ Photo conveys warmth and friendliness, and hopefully, a smile!
- ☐ There is no one else in the photo
- ☐ Photo is not blurry or hard to see
- ☐ Professional attire is worn in the photo
- ☐ Photo has a plain background that does not distract from the rest of the picture

Groups

- ☐ Joined “Year Up Alumni – for graduates and supporters” Group
- ☐ Following internship company and 2 other potential employers
- ☐ List the 2 potential employer groups you follow here:
