

LinkedIn Profile Checklist - As an Active Job Seeker

- ❑ Update your profile photo with your professionally-edited **BrainStation headshot**. A LinkedIn profile with a good photo is up to 40% more likely to be clicked on!
- ❑ Update your **headline** once you graduate to show you are no longer a student. We recommend including “BrainStation Alum”.
- ❑ In your **Contact** area, link your portfolio/GitHub for easy access.
- ❑ Create a **Featured Work section** to showcase projects such as your BrainStation Capstone and Industry Project. Go to “Add Profile Section” > “Recommended” > “Add Featured”.
- ❑ Add **connections** using “Connect” and “Add a Note” starting with your BrainStation peers and Educators, and expanding from those you know to recruiters, hiring managers, and peer-level employees at companies you want to work for.
- ❑ Increase your LinkedIn engagement by **following, sharing, liking, and commenting** on posts and activity related to your field. This will boost your profile visibility to appear in more searches by recruiters and demonstrate your commitment to your career transition.
- ❑ Update your **Experience** section to align the bullet points under your roles on your resume align with those on your LinkedIn profile.
- ❑ Use **rich media or tag specific skills** to each work experience to boost your Experience section. In your role descriptions, be sure to clearly communicate how you used those tagged skills to create a positive result
- ❑ **Endorse your peers** for their skills to earn their endorsements in return!
- ❑ **Follow** every company you apply to!