Udacity
LinkedIn Checklist

U = Optional Udaciousness
Link to associated **LinkedIn Rubric**

General

❏ All spelling and grammar in my LinkedIn profile are correct.

❏ My LinkedIn profile avoids acronyms or language unlikely to be known to recruiters or require explanation.

❏ My LinkedIn profile does not include negative language.

❏ The language in my LinkedIn profile is correct and consistent: present tense for current duties, past tense for prior duties and accomplishments.

❏ I have made a custom URL for my profile to include elsewhere (e.g. in my resume).

Top Section (includes photo & professional headline)

❏ My LinkedIn profile includes a picture of my face in a professional setting.

❏ The headline of my LinkedIn profile uses only positive language (eg. I do not write "seeking employment" which conveys a *lack* of employment)

❏ My LinkedIn profile includes Contact Information. I have included at least my email and also my phone number (if I want to share that with my connections). I have verified the information is correct. I have filled in everything in the "Visible to everyone on LinkedIn" section that I wish to share.

Summary

❏ My LinkedIn profile summary briefly describes my work experience, applicable knowledge, and builds a narrative about me, including personal interests.

❏ My LinkedIn profile is written in first person.

❏ My LinkedIn profile stays professional throughout the entire narrative.

❏ **U** My LinkedIn profile summary includes an impressive industry-specific achievement or honor (eg. Webby Awards for Front-End or the

Netflix Prize for Data Analyst).

❏ 🔖 My LinkedIn profile summary includes a link to a professional blog.

Projects

❏ My LinkedIn profile projects have images or other multimedia showcasing the project and links leading to the code or the project itself.
❏ My LinkedIn profile projects highlight my specific contributions.
❏ My LinkedIn profile projects list the best/most relevant project first.
❏ The formating for my LinkedIn projects is consistent.

❏ 🔖 Each of my LinkedIn profile project descriptions include proof that it is being used or is worthy of other "bragging rights."

Education

❏ My LinkedIn profile education section is listed in chronological order, especially showcasing any big name universities.
❏ My Nanodegree is listed as either Education or Certification, but not both.

Experience

❏ The accomplishments listed in my LinkedIn profile are quantified (team size, value added).
❏ The impact of my contribution is noted and is quantified if possible. My experience answers the question, "What did I do and why did it matter?".
❏ My LinkedIn profile experience section uses keywords (a good source is LinkedIn itself: in your profile, click on the "More" tab. Search for a type of skill or description. You will see related skills, which you can use as keywords).
❏ I do not use full sentences in my LinkedIn profile experience section (information is kept short) and the format is kept consistent.

Skills

❏ My LinkedIn profile includes a list of skills which are gained from my past experience and which are relevant to the job I wish to have.

Connections/Network

❏ My LinkedIn profile lists connections, ideally from Udacity, previous places of employment/education and personal contacts.
❏ My LinkedIn profile demonstrates that I have joined relevant groups to the position/industry I wish to join.

Review

❏ I am prepared to answer questions in an interview about any part of
my LinkedIn profile.
❏ I have not listed technologies, processes, concepts that I am not
fluent in, lied, or otherwise twisted the truth on my LinkedIn profile.
❏ I have shown my LinkedIn profile to three other people (preferably
professionals) for feedback.

*Feel like your background doesn't match these recommendations? We're
happy to give advice; email **career-support@udacity.com***