

# 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 job guarantee 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](#)
- [Adding Your Springboard to Your Resume & LinkedIn Profile](#)
- Examples of [Standout Profile Components](#)

## 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	<input type="checkbox"/> URL <input type="checkbox"/> Headshot and background image <input type="checkbox"/> Contact Info <input type="checkbox"/> Location <input type="checkbox"/> About Section <input type="checkbox"/> Featured Posts <input type="checkbox"/> Experience Section <input type="checkbox"/> Education Section <input type="checkbox"/> Licenses & Certifications <input type="checkbox"/> Skills Section <input type="checkbox"/> Recommendations

	<input type="checkbox"/> Interests (ex. Groups, Companies)
URL	<input type="checkbox"/> Your LinkedIn URL is customized to include your first and last name. Pro Tip: Check out this <a href="#">LinkedIn article</a> for step-by-step instructions to edit your URL.
LinkedIn Connections	<i>Optional, but highly recommended</i> <input type="checkbox"/> 500+ connections Learn <a href="#">why it's important to reach 500+ connections</a>
Photos	Headshot and Background Image <input type="checkbox"/> 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!  <input type="checkbox"/> Background Image: Your background image is professional and reflects your professional brand. Pro Tip: Check out <a href="#">Unsplash</a> for freely reusable images to add as a background.
Contact Info	<input type="checkbox"/> Includes a link to your portfolio <input type="checkbox"/> Includes your email address (optional)
Location	<input type="checkbox"/> If you do not live in a Metro Area, indicate the nearest Metro Area. Ex. Cedar Park, TX -> Austin, TX
Headline	<input type="checkbox"/> Is not the generic, default headline <input type="checkbox"/> Is descriptive and includes your desired career and top skills Ex. Software Developer   HTML/CSS   JavaScript   Typescript   React   Python   Digital Marketing

<p>About/Summary section</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Written in first-person as this feels more personable</li> <li><input type="checkbox"/> First line is engaging</li> <li><input type="checkbox"/> An intro about you and the field/position you are moving into</li> <li><input type="checkbox"/> Includes a bit about what you've done in the past and highlights transferable skills. Protip: Consider using parts of your Elevator pitch!</li> <li><input type="checkbox"/> Explains why you are passionate or what excites you about your chosen career path</li> <li><input type="checkbox"/> Includes a list of your technical skills at the bottom of your summary. Protip: Copy and paste these from your resume!</li> <li><input type="checkbox"/> Does not include a list of your power skills (ex. Teamwork, problem-solving, collaboration)</li> <li><input type="checkbox"/> Has a call to action. Ex. <i>Check out my portfolio!</i></li> </ul>
<p>Featured posts</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 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.</li> </ul>
<p>Experience section</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Includes all recent and relevant work experience with the company name, position title, employment dates, locations</li> <li><input type="checkbox"/> If including Springboard in this section, it clearly states that you are a student or fellow. See <a href="#">Adding Springboard to your Resume and LinkedIn</a>.             <ul style="list-style-type: none"> <li><input type="checkbox"/> Consider <a href="#">position grouping</a> for each Springboard Project</li> </ul> </li> <li><input type="checkbox"/> Relevant professional experience highlights <a href="#">transferable skills</a> and includes any software engineering-related volunteer, pro bono, and contract work</li> <li><input type="checkbox"/> Add "Skills: JavaScript, Python, etc." at the bottom of each experience listed to showcase technical skills</li> <li><input type="checkbox"/> Experience demonstrates your "power skills" (ex. collaboration, problem-solving, teamwork)</li> <li><input type="checkbox"/> Job titles and company names are clear and easy to see/understand</li> </ul>

	<input type="checkbox"/> Bullet-point statements describing your work are concise and emphasize <a href="#">outcomes, achievements, and quantification</a> of results where possible. Aim for 3-6 bullets reflecting accomplishments for each employment experience  <input type="checkbox"/> Verb consistency - use past tense verbs for any previous experience or projects
Education section	<input type="checkbox"/> All education, including Springboard, is included. See <a href="#">Adding Springboard to your Resume and LinkedIn</a> .  <input type="checkbox"/> Omit high school and Associate's Degree information if you have a bachelor's degree
Licenses & Certifications	<input type="checkbox"/> Include any certifications that may be relevant for your software engineering career (ex. Data Visualizations, Microsoft Azure, Learning Git and GitHub)
Skills section	<input type="checkbox"/> Includes the technical and power skills that align with your career goal. Example: Front-end development; JavaScript; Python; collaboration, etc.  <input type="checkbox"/> Top 3 skills are rearranged to highlight only software engineering skills. Pro Tip: Check out other <a href="#">Springboard alumni profiles</a> for skills section ideas and inspiration.
Volunteer Work	<i>Optional</i>  <input type="checkbox"/> Include any volunteer work you've engaged in, especially within the last few years
Recommendations	<i>Optional, but highly recommended</i>  <input type="checkbox"/> 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	<input type="checkbox"/> You are following companies aligned with your interests <input type="checkbox"/> You have joined at least two relevant groups for your career
LinkedIn Optimization	<ul style="list-style-type: none"> <li>Consider using the LinkedIn Review feature on <a href="#">Resume Worded</a> to get feedback on optimizing your profile</li> </ul>