Checklist: LinkedIn

General
- ❏ I created and use a custom URL for my LinkedIn profile.
- ❏ The spelling and grammar in my LinkedIn profile are correct.
- ❏ I only use acronyms or language that are likely to be known to recruiters, or I include an 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

Top Sections
- ❏ My profile gives a clear picture of my face.
- ❏ My picture looks professional, (but is not necessarily a professional portrait).

- ❏ My headline uses only positive language (eg. not "seeking employment" which conveys a lack of employment).
- ❏ My headline avoids use of slashes (ie: "data analyst/data scientist").

Network
- ❏ I have over 50 LinkedIn connections.
- ❏ I am a member of several groups that are relevant to my goal, position, and/or industry.
- ❏ I correctly linked all educational institutions and company pages listed on my profile.

Summary
- ❏ My summary briefly describes work experience, applicable knowledge, and builds a narrative of my professional experience and goals.
    - ❏ My summary is written in first person.
    - ❏ My summary stays professional throughout the entire narrative.
    - ❏ My summary is about 1-4 sentences in length.

Projects
- ❏ I only list my most relevant projects. These include personal, academic or work projects.
    - ❏ I only include 2-3 projects.
    - ❏ For each project description, I include a link leading to the code or the project itself.
- ❏ I use a maximum 2-3 bullet points per project.
    - ❏ I include at least 1 bullet point that demonstrates an individual contribution.
    - ❏ I include at least 1 bullet point communicates a project result (success metrics, findings).

Experience
- ❏ For each experience listed, I note the company/organization, title of role, start and end date (month & year), location.
- ❏ *(If applicable)* If I include unpaid or part-time work, I omit the words "part-time" and "unpaid".
- ❏ I use a maximum 3-4 bullet points per work experience.
- ❏ I do not use sub-bullet points.

- ❏ I start each bullet points start with an action verb.
- ❏ I use the correct tense in bullet points: past tense for previous, current tense for ongoing.
- ❏ My bullet point statements are one sentence maximum and are not longer than one and a half lines.
- ❏ Within each job listing, I include:
  - ❏ At least 1 bullet point that communicates how I benefited company or cause.
  - ❏ At least 1 bullet point that provides concrete, numerical evidence such as projects completed, money made, people managed, accomplishments (eg. % increase).

Education
- ❏ My education is listed in reverse chronological order.
- ❏ I list Nanodegree as either Education OR a Certification, but not both.

Skills
- ❏ In my Skills section, I include both technical skills (ie: programming languages) and others, such as "project management" if applicable.
- ❏ I do not include commonly-used technologies such as Microsoft Word or PowerPoint
- ❏ I do not include "show, not tell" leadership skills like "communication" or "attention to detail".