



LinkedIn Profile Evaluation

Overview:

This project is designed to provide all students with the opportunity to have their LinkedIn Profile checked and evaluated in order to ensure that they deliver the best possible professional impression when the LinkedIn profiles are shared with potential employers.

Objectives

Being able to compile a professional CV or LinkedIn profile is key to creating the right first impression for your future employers.

This project will provide a platform for you to receive the necessary feedback on your profile so you can go back and update or fix any elements which need improvement.

Use this project as an opportunity to polish up your profile so that you can feel proud and confident that you're presenting your online self in the best possible way.



Instructions

Upload the link to your LinkedIn Profile by creating a txt file called: LinkedIn.txt
Have your profile evaluated by at least 3 different people to get the most out of this project.

A reminder of a few things:

Your LinkedIn profile is:

- An overview of your experience to date
- A highlights package of your experience, skills, education and interests
- A prompt for encouraging interviewers to ask more interesting and specific questions during an interview
- An opportunity to sell the best but honest version of you and your experience
- Your elevator pitch on paper
- First impression

Things that make a LinkedIn profile professional and appealing:

- Clear and concise
- Neat and simple format- clean with short sharp information
- Relevant information to the job/role you're applying for
- Honest and accurate information, timelines, etc.
- Attention to detail- checklist- spelling/ grammar/ format etc.
- Specific examples of work done/ roles/ achievements/ projects



Evaluation Criteria:

You'll be graded and given feedback on the following areas:

Structure

- Have you loaded the link to your LinkedIn Profile correctly on the Intra?
- Have you uploaded a professional and clear photo?
- Have you added a clear and concise headline that is connected to what you're doing now?
- Is your contact information added in and written accurately (Check student email address)?
- Have you added in a link to your Github Repo?
- Have you provided a summary in the "about" section?
- Have you populated all the relevant background sections? Ie. Experience, Education, Volunteering, Skills, Accomplishments, Honors and awards, Projects etc.?
- Have you filled in each of your relevant projects in the right section with accurate project descriptions and links to the relevant place in Github?



Content

- Is all information that has been shared accurate, relevant and concise?
- Is all your spelling correct throughout the profile? Check and recheck, including your personal contact information.
- Is your punctuation used in the right places? Capital letters, full stops, commas etc.
- Is your grammar correct? Does the sentence structure make sense in each section?
- Is each WTC project description accurate according to the guide provided?
- When referring to **WeThinkCode_** have you used the correct way of writing it?