



PROJECT SPECIFICATION

Build Your LinkedIn Profile**General**

CRITERIA	MEETS SPECIFICATIONS
Completion	<ul style="list-style-type: none">• Profile is public and error-free.• All sections are updated with relevant content.• Acronyms are written out in full, as well as abbreviated.• LinkedIn URL is customized with student's name, or personalization.
Profile is consistent.	<ul style="list-style-type: none">• Profile has a positive tone, without negative language.• Language is correct and consistent: present tense for current duties, past tense for prior duties and accomplishments.• Content is written in the first person and uses easy to understand language.

Summary

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Summary	<ul style="list-style-type: none"> • First person description of the user's abilities, including who they work with and how they contribute. • Written with a professional but conversational tone. • Media links to projects and other sites, including GitHub, personal websites, videos, presentations, or written work. • Preferred contact information is filled out. • Include a Skills section in the summary that lists 5 key skills (programming languages, software, etc.) for SEO purposes.

Top Section

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Profile Picture	<ul style="list-style-type: none"> • High-quality and non-pixelated. • Candidate is smiling and dressed appropriate for their desired office environment. • Background of photo is not too busy or distracting. • Cropped around the head and shoulders.
Cover Photo	<ul style="list-style-type: none"> • High-quality and non-pixelated. • Content of image is generic, or relates to their work.
Headline	<ul style="list-style-type: none"> • Includes the job title they are currently applying to. • Does not reference the job search (ie: does not say "seeking roles" or "aspiring").

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Articles and Activity	<ul style="list-style-type: none"> Recent activity, including comments, likes, and general community engagement.
Contact Information	<ul style="list-style-type: none"> Includes links to personal website, GitHub, or other pages where employers can learn more about them and their work.

Projects

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Individual and Group Work	<ul style="list-style-type: none"> Profile includes at least two relevant project to their job search: personal, academic, or work projects.
Project Descriptions	<ul style="list-style-type: none"> Explain what the project is and briefly how it was developed. Utilizes industry keywords. Includes results, metrics, and findings. Links to off-site media (ie. Source Code, GitHub, Personal Site, Video Walkthroughs, Presentations, etc.).

Network

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Groups & Organizations	<ul style="list-style-type: none"> • Member of 3+ groups relevant to their job search.
Links	<ul style="list-style-type: none"> • Educational institutions and company pages are correctly linked, with logos.

Experience

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Complete Work History	<ul style="list-style-type: none"> • Include at least 3 jobs; full-time, part-time, internship, and unpaid roles they've held. • Omits negative language (ie. part-time, unpaid). • Has start and end dates (month & year), and location. • List awards and achievements. • Links to media for more context; including presentations, landing pages, GitHub, video walkthroughs, etc. • Utilizes relevant keywords to their search.
Clarity	<ul style="list-style-type: none"> • Between 3-5 bullet points. • No sub-bullet points. • Written in past tense for previous work, and present tense for current work. • Bullet points begin with action verbs. • Includes concrete, numerical evidence, such as # of projects completed, increases in revenue, etc.

Education

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Complete Education History	<ul style="list-style-type: none">• Education is listed in reverse chronological order.• Includes description of school, area of focus, and topics of study.• Utilizes relevant keywords to their search.• Udacity should be listed under Education or Experience, but not both.

Interests

CRITERIA	MEETS SPECIFICATIONS
Community Connections	Following at least a dozen (12) industry leaders, companies, and topics related to their search.

Skills and Endorsements

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Optimized Keywords	<ul style="list-style-type: none">• At least 10 Optimized Keywords, ordered by relevance to their job search.• Skills listed can include both technical (ie: programming languages) and tech-relevant skills, such as "project management".• Skills section should not include commonly-used technologies such as Microsoft Word or PowerPoint.• Skills section should not include common soft skills like "communication" or "attention to detail".

Suggestions to Make Your Project Stand Out!

- Provide preferred contact information, including email, phone number, social media pages, etc. *Note:* LinkedIn does not allow some Contact Info, including email, to be shown to non-connections. In addition, it also advises against adding a public-facing email.
 - Published articles in activity feed.
 - Additional Accomplishments Sections
 - Publication
 - Certification
 - Patent
 - Course
 - Honor and Award
 - Test Score
 - Language
 - Organization
 - Volunteer Experience
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