# Set up Your LinkedIn Account and Complete Your Profile Checklist

**Name: Moti Begna Profile URL: https://www.linkedin.com/in/moti-begna/**

Set up your professional LinkedIn profile. **Make a copy of this checklist** and complete using this worksheet as your guide. Submit the completed worksheet via the Assignment tool in Canvas.

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| **Your LinkedIn profile needs:** | **Guidelines** | **In profile : yes or no** | **Student Comments or rationale for missing info** |
| Photo (5 pts) | Use the best one you have. It should be interview quality and it should NOT include anyone else but you. | Yes |  |
| Personal Statement Profile summary  (5 pts) | Use your personal branding statement. | Yes |  |
| Custom URL  (Desirable, zero points) | Put your full name in it. Eliminate extra numbers and letters. You can include this URL on your resume if you wish. | Yes |  |
| Achievement focused; contains keywords  (5 pts.) | Focus on your most important achievements and contributions, and quantify them whenever possible. | Yes |  |
| **Your LinkedIn profile needs:** | **Guidelines** | **In profile: yes or no** | **Student Comments or rationale for missing info** |
| Well-organized  (3 pts) | Put most recent career information first. Your career story should be easy to read. | Yes |  |
| Skills & expertise listings  (Desirable, not required) | List as many as you can legitimately claim. | Yes |  |
| Maximize your education & credentials  (3 pts) | Make sure you are thorough in describing your education and other credentials. Include majors, minors, areas of concentration and degrees. If you completed key coursework that you feel really enhances your skill set, describe it. Include study abroad experiences. | Yes |  |
| A minimum of 2 LinkedIn groups, companies, interests  (3 pts) | Professional groups provide industry information, job leads, professional development opportunities, career advice, etc. Select groups that will help you to stay current in your chosen field.  Groups that are affiliated with your major, professional interests, college, etc. Follow individuals who influence your professional field. | Yes |  |
| **Your LinkedIn profile needs:** | **Guidelines** | **In profile yes or no** | **Student Comments or rationale for missing info** |
| A key word infusion  (4 pts) | Make sure that you use the key words of your chosen industry as they apply to your experience and background. Key words can be placed in your summary, experience section, education section, or additional sections. | Yes |  |
| Confidential information is not in your profile  (Required, no points) | Any information that would be considered proprietary or confidential by any of your current or past employers is kept out of your LinkedIn profile. | Completed |  |
| Connections 1 – 49 (3pts) | Send out invitations to connect with key contacts. You will need to design  an invitation connection strategy and then execute this strategy. | Yes |  |
| Endorsements from 5 or more of your connections  (3 pts) | Give your connections credit for what they are good at. LinkedIn will post your connections and ask you to endorse them in areas where they have indicated skills. If you know that they possess that skill, you endorse it. They will do the same for you in return. | Yes  (Only 2/5 have endorsed so far) |  |
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| **Item** | **Guidelines** | **In profile yes or no** | **Student Comments or rationale for missing info** |
| Volunteer work and/or Causes  (0 pts) | This can be found in the “Add a section to your profile” | Yes |  |
| Honors and awards  (0 pts) | This can be found in the “Add a section to your profile” | Yes |  |
| Any other section  (0 pts) | This can be found in the “Add a section to your profile” | Yes |  |
| Recommendations  1 or more (3 pts) | Instructions for requesting recommendations from current or former supervisors, co-workers, etc. can be found in the module study notes. | No | None of my requests have gotten back to me yet |
| Projects  (3 pts) | Add details of a major project you worked on: a research project, your senior project, etc. | Yes |  |
| Your website, blog or twitter account  (0 pts) | If you have a website, blog or twitter account and it is professional in nature, add this to your profile in a prominent spot. | Yes |  |
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