**LinkedIn Profile Assignment (10%)**

Student Name: Student Number:

**Objective:** Update your LinkedIn profile to enhance your online presence when networking and job searching.

**Instructions:** Log into your LinkedIn account, if you do not have one, create one. Using the checklist provided, update your LinkedIn profile. This includes a professional picture and summary about yourself, along with your skills, experience and education. This should mimic the same key points as your physical resume.

**Submission Instructions:** Upload your LinkedIn URL to the specified Dropbox by the required deadline.

**Please note: This is an individual activity and reflects your own experiences and skills. It is expected that all students take the necessary steps to complete the work according to Lambton College’s policy related to Academic Integrity. No two LinkedIn profiles should be the same.**

**Checklist**

Profile Basics:

* Professional photo
* Customized LinkedIn URL
* Accurate and up-to-date contact information

Professional Summary:

* Concise and engaging summary highlighting key skills and achievements
* Incorporate relevant keywords to enhance searchability

Experience:

* Detailed descriptions of your current and past roles
* Accomplishments and specific achievements in each role

Skills:

* List relevant skills that align with your career goals
* Regularly update and reorder skills based on your evolving expertise

Education:

* Ensure accurate information about your educational background
* Add any relevant certifications or professional development courses

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| **Marking Criteria** | | |
| **Profile Basics** | * Is there a professional photo? * Did they customize their LinkedIn URL? | **/2** |
| **Professional Summary** | * Did they highlight their key skills and achievements in an engaging way? * Were relevant words relating to their field of study incorporated? | **/3** |
| **Experience** | * Were duties and responsibilities detailed in explanation? * If no working experience, did they include volunteering? | **/3** |
| **Skills** | * Were relevant and additional skills specified? | **/2** |
| **Education** | * Were past and current education/certificates specified? | **/2** |
| **English** | * Did they have proper grammar, punctuation and spelling? | **/3** |
| **Total Score** | | **/15** |