

LinkedIn Profile Rubric

Name			Reviewed By:	
Section	Thumbs Down :(Thumbs Up! :)	
	0 Points	1 Point	2 Points	3 Points
Photo	Picture is missing, a cartoon, or not you	Picture is casual. A group shot or other individual is included in the photo. Quality of photo is lacking, e.g. focus, contrast, etc.	Business professional headshot. May include more than headshot. Distracting background.	Business professional headshot or other approximate to industry, Headshot is not blurred and clearly shows face. Good lighting. Smile. Backdrop is not distracting.
Background Photo	Picture is default.	---	Photo is not the LinkedIn default, but is unprofessional or distracting, or low quality.	Photo is present, professional, and hints at your personality/values.
Headline	Not the job title you want.	---	---	It's the job title you want.
# of LinkedIn Contacts	0-34	35-49	50-99	100+
Resume	Resume is not present.	---	---	Resume is uploaded in your "About" section.
Github	Github is not linked.	---	---	Github is linked to in "About" section or contact information.
Contact and Personal Info	Only default information is present.	---	---	Additional contact information provided.
About	Summary is missing.	Describes academics, skills and activities. List of skills without validating experience.	Describes current status, skills, and interests. Career goals or interests may not be evident, or links to websites/projects not included.	Describes current status, relevant skills, interests, coursework, or experiences e.g. internships, leadership roles, projects, etc. Connects background to position, goals, or industry of interest. Concise and confident manner. Use of action words, job or industry specific keywords. Shows personality. Contains a link to portfolio or Github or 1 standout project.

Experience	Missing information.	2 pieces of information shared (i.e. company name, job title, location, duration, etc.) and/or no description of responsibilities.	3 pieces of information shared (i.e. company name, job title, location, duration, etc.) and/or less than 2 sentences of description text explaining responsibilities.	All appropriate information included. Job descriptions are 2-5 lines long and clearly describe the tasks and duties of the position. Action statements demonstrate a variety of transferrable skills, accomplishments, and results.
Projects	No projects listed.	Projects only listed under project section.	Projects appear without informative descriptions and/or links.	Projects are listed in both "Experience" and "Projects" section of profile and come with accurate, informative descriptions with links to Github.
Education	Missing Information.	---	All appropriate information included; minimal description	All appropriate information included. Description that weaves your studies into your "story"
Skills	Missing Information.	0-5 Technical skills shared.	6-15 technical skills shared.	16+ technical skills shared (aim for 20+ here).
Spelling/Grammar	5+ errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation.	3-4 errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation.	1-2 errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation.	No errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation.
Recommendations	0 recommendations.	1 recommendation.	2 recommendations.	3+ recommendations.
BONUS:			Total:	/42
Courses Completed	Recent college graduates should include relevant courses completed. Also consider online courses such as Coursera or LinkedIn Learning.			
Groups	Join relevant software engineering or data science groups.			