LINKEDIN MUST-HAVE CHECKLIST

❏ **Professional-Looking Headshot:** A LinkedIn appropriate Headshot – Head and Shoulders Photo; Avoid dirty clothes, blurry/unclear shots, funny faces, cropped Facebook photos, or photos with others.

❏ **Add Background Image:** This is a cool way to showcase your personality with the use of art, sample work. Be creative! Ideas: terminal pictures, code snippets, or projects you've made.

❏ **Headline:** A Professional Headline
    Good: Banker, Customer Service Rep, Account Coordinator, Software Engineer; Web Developer; Front-End Developer; UI Developer; Web Developer | Creator | Finance Guru
    Not So Good: Work for myself at Home (should be something like: Founder at Military Mike Consulting)

❏ **Location:** Put the city where you are looking for a job

❏ **Industry:** Choose the industry based on the type of job you're looking for. Ex: Financial Services, Education, Apparel & Fashion

❏ **Summary:** Include one! Be conversational – write as if you are talking to a person, not a computer. Brand statement is great! Include a link to your website and/or Github profile, so there is a clear call to action to visit your link.

❏ **Contact and Personal Info:** This will be in the edit profile mode mid-page on your right hand side. Add email, website/blog, and Github here.

❏ **Experience:** Include past experience + job descriptions (protip: USE RESUME)

❏ **Customize your URL**:
    1. Click 'Me" and select "View Profile"
    2. Click 'Edit Public Profile" on the right hand side of the page
    3. Click "edit public profile URL'
    4. If it is available, choose your first and last name. If taken, use your initials

❏ **Skills & Endorsements:**
    1. Make sure those listed are most relevant to your job search

2. Delete ones that you do not want to feature
3. Organize your most important skills at the top
4. Turn off endorsements to allow for a clean list of skills

❏ **Education:**
Include undergraduate and graduate school; include certificate programs and relevant courses taken (e.g., marketing, product management, public speaking, etc.). If desired, add online, self-paced learning courses.

NOW THAT YOU FINISHED UPDATING YOUR PROFILE …

❏ **Let recruiters know you are job searching:**
1. In the header, select *Jobs*
2. Mid-page, select *Update Career Interests*
3. *Turn On* to let recruiters know you're open
4. Complete the rest!

THINGS TO REMEMBER

MAKING CONNECTIONS: BEST PRACTICE

- Connect within 24 hours of meeting someone
- Always send a personalized note with your connection request. For someone you don't know at all—introduce yourself and make sure you have a specific ask in your note.
- Enhance your network by clicking the 'Find Alumni' option under the 'Network' tab
- Connect with classmates right away – quick and easy way to build your network. (no note necessary)

NICE TO HAVE - Recommendations

- Think of these as your "professional cheerleaders"
- Who to ask: Current and former instructors and colleagues
- Send them a polite note or invite them to a coffee and kindly ask them to write a short recommendation; should only be a few sentences
- Don't ask someone who might give you a bad review or you don't want potential employers connecting with
- Join relevant groups (school alumni groups, web dev groups)
- Follow your favorite companies and thought leaders