Checklists: LinkedIn

General
❏ I created and use a custom URL for my LinkedIn profile.
❏ The spelling and grammar in my LinkedIn profile are correct.
❏ I only use acronyms or language that are likely to be known to recruiters, or I include an explanation.
❏ My LinkedIn profile does not include negative language.
❏ The language in my LinkedIn profile is correct and consistent: present tense for current duties, past tense for prior duties and accomplishments

Top Sections
❏ My profile gives a clear picture of my face.
❏ My picture looks professional, (but is not necessarily a professional portrait).

❏ My headline uses only positive language (eg. not "seeking employment" which conveys a lack of employment).
❏ My headline avoids use of slashes (ie: "data analyst/data scientist").

Network
❏ I have over 50 LinkedIn connections.
❏ I am a member of several groups that are relevant to my goal, position, and/or industry.
❏ I correctly linked all educational institutions and company pages listed on my profile.

Summary
❏ My summary briefly describes work experience, applicable knowledge, and builds a narrative of my professional experience and goals.
    ❏ My summary is written in first person.
    ❏ My summary stays professional throughout the entire narrative.
    ❏ My summary is about 1-4 sentences in length.
    ❏

Projects
❏ I only list my most relevant projects. These include personal, academic or work projects.
    ❏ I only include 2-3 projects.
    ❏ For each project description, I include a link leading to the code or the project itself.
❏ I use a maximum 2-3 bullet points per project.
    ❏ I include at least 1 bullet point that demonstrates an individual contribution.
    ❏ I include at least 1 bullet point communicates a project result (success metrics, findings).

Experience
❏ For each experience listed, I note the company/organization, title of role, start and end date (month & year), location.
❏ *(If applicable)* If I include unpaid or part-time work, I omit the words "part-time" and "unpaid".
❏ I use a maximum 3-4 bullet points per work experience.
❏ I do not use sub-bullet points.
❏ I start each bullet points start with an action verb.
❏ I use the correct tense in bullet points: past tense for previous, current tense for ongoing.
❏ My bullet point statements are one sentence maximum and are not longer than one and a half lines.
❏ Within each job listing, I include:
    ❏ At least 1 bullet point that communicates how I benefited company or cause.
    ❏ At least 1 bullet point that provides concrete, numerical evidence such as projects completed, money made, people managed, accomplishments (eg. % increase).

Education
❏ My education is listed in reverse chronological order.
❏ I list Nanodegree as either Education OR a Certification, but not both.

Skills

❏ In my Skills section, I include both technical skills (ie: programming languages) and others, such as "project management" if applicable.
❏ I do not include commonly-used technologies such as Microsoft Word or PowerPoint
❏ I do not include common soft skills like "communication" or "attention to detail".