

Outcomes

LinkedIn Profile

CHECKLIST

Use this checklist to evaluate your LinkedIn profile, to ensure that it is as effective as it can be. Refer to [LinkedIn Profile Best Practices](#) for tips and strategies to design your LinkedIn profile according to best practices on this checklist.

I know that my LinkedIn Profile is as impactful as it can be because:

Customized URL	<ul style="list-style-type: none">• I customized my url, so that it is tidy, professional looking, and matches my personal brand.
Profile Photo	<ul style="list-style-type: none">• I have a high-quality, well-lit profile picture.• My facial expression, posture, and clothing match my personal brand.
Background Photo	<ul style="list-style-type: none">• I have a high-quality background photo that matches my personal brand and helps my profile stand out and look more polished.
Headline	<ul style="list-style-type: none">• My LinkedIn headline is overarching and forward thinking, and clearly introduces my skills and professional interest to my audience in 120 characters or less.• I included keywords in my headline that align with the roles that I am searching for.
Current Position	<ul style="list-style-type: none">• I verified that my current position in my introduction card is correct, and updated if necessary.
Summary	<ul style="list-style-type: none">• I use clear language and carefully chosen keywords to communicate my unique value proposition to my audience.• I included my brand statement, which highlights what drives me, as well as my strengths and passions.• I used the media link feature to add links to my personal website and

	Github.
Work Experience	<ul style="list-style-type: none"> ● I include all relevant work experience. ● I used action-oriented verbs, highlighted achievements, and included measurable data and metrics to illustrate my accomplishments. ● I list my GA immersive program experience within the Work Experience section. ● I showcase successful projects for each job by uploading or linking to any media for those projects. ● I reconciled my LinkedIn work experience with the work experience included in my resume.
Education	<ul style="list-style-type: none"> ● I include all relevant education, including my General Assembly courses. ● I reconciled my LinkedIn education section with the education included in my resume.
Skills	<ul style="list-style-type: none"> ● I include skills that are needed for the job that I am seeking, and listed the most important industry specific, technical skills at the top. ● I reconciled the skills the LinkedIn skills section with the skills included in my resume.
Recommendations	<ul style="list-style-type: none"> ● I have at least three recommendations, including recommendations from supervisors. ● I asked my GA classmates and instructors for recommendations.
Accomplishments	<ul style="list-style-type: none"> ● I included projects that highlight my technical skills and my problem solving abilities. I included my GA projects.
Contact Information	<ul style="list-style-type: none"> ● I make it easy for employers to contact me, by including my email and any social media that I use for professional purposes. ● I include links to my personal website and Github profile.
Optimize for Searchability	<ul style="list-style-type: none"> ● I include keywords throughout my profile that align to the skills needed for the jobs that I am searching for. ● I used multiple keywords instead of repeatedly using the same words or phrases.
Settings	<ul style="list-style-type: none"> ● I adjusted my public profile settings so that my profile can be searched by those using public search engines like Google. ● I let recruiters know that I am open to new opportunities by going to the 'Jobs' tab, and then to 'Career interests' and turning on the "Let recruiters know you're open" button.
Language, Spelling, Grammar	<ul style="list-style-type: none"> ● My LinkedIn profile is written with impersonal language, or in the first person, and the tone matches my personal brand. ● The language is clear, concise, and without any grammar or spelling errors.

