Here's a checklist to ensure you've covered all your bases in your LinkedIn profile. Refer to the **Network Like A Pro module** to learn more about how to complete each step below.

**You can check off each checkbox as you complete each criteria.**

| LINKEDIN CHECKLIST | |
| --- | --- |
| 1. DEVELOP A PROFESSIONAL ONLINE BRAND THROUGH LINKEDIN PROFILE | * Create a LinkedIn account * Upload a high resolution photo with a simple background that is of the student only from the shoulders up * Make basic information (name, title or headline, and location) easy to view * Write a headline that stands out * Create a customized profile URL that is short and include first and/or last name in it. |
| 2. WRITE AN ABOUT SECTION THAT INCLUDES ALL THE NECESSARY COMPONENTS | * Customize the About section * Explicitly state your intentions and goals * Write what type of opportunities you’re looking for |
| 3. WRITE A STRONG, COMPELLING ABOUT SECTION THAT INVITES PEOPLE TO GET IN TOUCH WITH YOU | * Write it in the first person * Start with an engaging hook to interest readers AND differentiate yourself from the crowd (explains unique qualities) * Write at least 40 words |
| 4. COMPLETE EDUCATION SECTION OF PROFILE | * Include institution(s) of higher education attends/ed * Includes degree * Include expected graduation dates |
| 5. COMPLETE EXPERIENCE SECTION OF PROFILE | * Completes experience section with at least 2 experiences * Include 1+ impact statements for each experience |
| 6. INCLUDESKILLS AND ENDORSEMENTS ON PROFILE | * Add 3+ skills under the Skills section that are related to industry or occupation of interest * Have endorsements for 3+ of these skills from other people |
| 7. DEVELOP AEXTENSIVE PROFESSIONAL NETWORK ON LINKEDIN | * Have 30-50+ first-degree connections. We recommend only inviting people you know and trust first. Here are some tips:   + Sync your email contacts   + Share your LinkedIn profile with your cohort, LC, Braven staff, and volunteers you've met at Braven events   + Share your LinkedIn profile with your family, friends, classmates, teachers, work colleagues. * Join 3+ industry-, interest-, or school-related LinkedIn groups |
| 8. MAKE AN EFFORT TO SET APART FROM THE CROWD | * Include 3+ additional sections offered by LinkedIn, which include   + Recommendation from a colleague   + Courses   + Honors and awards   + Languages   + Volunteer experiences   + Interests   + Causes   + Certifications   + Posts   + Project |
| 9. PROFILE IS FREE OF SPELLING AND GRAMMATICAL ERRORS | * Complete LinkedIn profile free of spelling and grammatical errors. |