



## PROJECT SPECIFICATION

**Build Your LinkedIn Profile****General**

CRITERIA	MEETS SPECIFICATIONS
Completion	<ul style="list-style-type: none"><li>• Profile is public and error-free.</li><li>• All sections are updated with relevant content.</li><li>• Acronyms are written out in full, as well as abbreviated.</li><li>• LinkedIn URL is customized with student's name, or personalization.</li></ul>
Profile is consistent.	<ul style="list-style-type: none"><li>• Profile has a positive tone, without negative language.</li><li>• Language is correct and consistent: present tense for current duties, past tense for prior duties and accomplishments.</li><li>• Content is written in the first person and uses easy to understand language.</li></ul>

**Summary**

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Summary	<ul style="list-style-type: none"><li>• First person description of the user's abilities, including who they work with and how they contribute.</li><li>• Written with a professional but conversational tone.</li><li>• Media links to projects and other sites, including GitHub, personal websites, videos, presentations, or written work.</li><li>• Preferred contact information is filled out.</li><li>• Include a Skills section in the summary that lists 5 key skills (programming languages, software, etc.) for SEO purposes.</li></ul>

### Top Section

CRITERIA	MEETS SPECIFICATIONS
Profile Picture	<ul style="list-style-type: none"><li>• High-quality and non-pixelated.</li><li>• Candidate is smiling and dressed appropriate for their desired office environment.</li><li>• Background of photo is not too busy or distracting.</li><li>• Cropped around the head and shoulders.</li></ul>
Cover Photo	<ul style="list-style-type: none"><li>• High-quality and non-pixelated.</li><li>• Content of image is generic, or relates to their work.</li></ul>

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Headline	<ul style="list-style-type: none"><li>• Includes the job title they are currently applying to.</li><li>• Does not reference the job search (ie: does not say "seeking roles" or "aspiring").</li></ul>
Articles and Activity	<ul style="list-style-type: none"><li>• Recent activity, including comments, likes, and general community engagement.</li></ul>
Contact Information	<ul style="list-style-type: none"><li>• Includes links to personal website, GitHub, or other pages where employers can learn more about them and their work.</li></ul>

## Projects

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Individual and Group Work	<ul style="list-style-type: none"><li>• Profile includes at least two relevant project to their job search: personal, academic, or work projects.</li></ul>

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Project Descriptions	<ul style="list-style-type: none"><li>• Explain what the project is and briefly how it was developed.</li><li>• Utilizes industry keywords.</li><li>• Includes results, metrics, and findings.</li><li>• Links to off-site media (ie. Source Code, GitHub, Personal Site, Video Walkthroughs, Presentations, etc.).</li></ul>

## Network

CRITERIA	MEETS SPECIFICATIONS
Groups & Organizations	<ul style="list-style-type: none"><li>• Member of 3+ groups relevant to their job search.</li></ul>
Links	<ul style="list-style-type: none"><li>• Educational institutions and company pages are correctly linked, with logos.</li></ul>

## Experience

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Complete Work History	<ul style="list-style-type: none"><li>• Include at least 3 jobs; full-time, part-time, internship, and unpaid roles they've held.</li><li>• Omits negative language (ie. part-time, unpaid).</li><li>• Has start and end dates (month &amp; year), and location.</li><li>• List awards and achievements.</li><li>• Links to media for more context; including presentations, landing pages, GitHub, video walkthroughs, etc.</li><li>• Utilizes relevant keywords to their search.</li></ul>
Clarity	<ul style="list-style-type: none"><li>• Between 3-5 bullet points.</li><li>• No sub-bullet points.</li><li>• Written in past tense for previous work, and present tense for current work.</li><li>• Bullet points begin with action verbs.</li><li>• Includes concrete, numerical evidence, such as # of projects completed, increases in revenue, etc.</li></ul>

## Education

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Complete Education History	<ul style="list-style-type: none"><li>• Education is listed in reverse chronological order.</li><li>• Includes description of school, area of focus, and topics of study.</li><li>• Utilizes relevant keywords to their search.</li><li>• Udacity should be listed under Education or Experience, but not both.</li></ul>

### Interests

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Community Connections	Following at least a dozen (12) industry leaders, companies, and topics related to their search.

### Skills and Endorsements

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Optimized Keywords	<ul style="list-style-type: none"><li>• At least 10 Optimized Keywords, ordered by relevance to their job search.</li><li>• Skills listed can include both technical (ie: programming languages) and tech-relevant skills, such as "project management".</li><li>• Skills section should not include commonly-used technologies such as Microsoft Word or PowerPoint.</li><li>• Skills section should not include common soft skills like "communication" or "attention to detail".</li></ul>

### Suggestions to Make Your Project Stand Out!

- Provide preferred contact information, including email, phone number, social media pages, etc. *Note:* LinkedIn does not allow some Contact Info, including email, to be shown to non-connections. In addition, it also advises against adding a public-facing email.
- Published articles in activity feed.
- Additional Accomplishments Sections
  - Publication
  - Certification
  - Patent
  - Course
  - Honor and Award
  - Test Score
  - Language
  - Organization

- Volunteer Experience