

LinkedIn Checklist



LinkedIn is a great way to build your professional identity, grow your network, and maintain connections with classmates, alumni, colleagues, and other professionals. It can also be a useful tool for discovering potential opportunities and staying current with trends in your field.

1 Student Profile	Yes	No
Have you written an informative profile headline which is concise, professional and memorable? Found directly under your name.		
Headline customised to include core interest areas, key skills and what role you may be seeking e.g. BSc Marketing Student and Aspiring Marketing Assistant, Digital Marketing, SEO, Content Creation, Customer Service.		
Do you have a high quality and professional photo ? The photograph creates a professional impression. Smart clothing, clear picture, no other people obviously cropped out, no overly dressed up or 'selfie' photos.		
Do you have a professional summary where you have summarised information on your current situation, qualifications, work experience, extracurricular activity and your desired next step? Between 150 and 350 words of keyword-rich text targeted towards your role of interest. This can be in the first person. If you need some inspiration, look at other professionals' profiles in your desired industry!		
Do you have a complete education section covering both school and Higher Education accomplishments? It is important to complete sections designed for students (this will maximise your accomplishments, particularly whilst still studying).		
List degree title, full name of university. Can list up to 6 core modules , grades year on year and predicted grade. Under 'add media' did you want to link to a piece of work you've completed e.g. dissertation, website you've created, an article published, a presentation etc. CVs don't give you this ability.		
Within the experience section have you included relevant paid and unpaid experiences including job title and employer organisation. Descriptions should be given for each role with a focus on achievements and outcomes rather than listing duties, using active verbs (demonstrated, created, delivered, initiated, etc.) and quantified where possible e.g. Taught English to 20 primary school students/Raised £500 for charity through charity walk. Experience can include part time work, internships, roles of responsibility in university e.g. class rep, student society treasurer.		
Take a step back and consider what challenges/complexities you faced in your role. Did you overcome them, if so, how. This helps prioritise points to make on your profile. Again, consider using bullet points for this section.		
Have you completed the other sections of the profile that are relevant to you, for example volunteering, languages, certifications?		

Within the **skills and endorsements section** have you included key words and phrases prospective employers will be looking for? (check relevant job descriptions). You can include up to 100 skills!

Think about both “**hard skills**” e.g. Python, HPLC, Photoshop, CAD, language skills or ‘**transferrable**’ skills e.g. Presentation skills, leadership, problem solving

Have you **endorsed others**, this will likely lead to endorsements for you?

Have you **joined groups** relevant to job fields you may be interested in? (found under the tab interests)

Member of at least **5 groups** relevant to your discipline, career interests e.g. alumni group, professional organisations or interest groups; worth having some level of engagement in the group discourse. E.g. ARUL Marketing Society, Chartered Institute of Marketing (CIM). Usefully allows you to stay informed on matters that interest you.

Have you found a **recommendation for positions** you have held? When asking for recommendations mention your career interests so any skills or qualities will be aligned to that area. Click on ‘ask to be recommended’ within ‘edit profile’ found under ‘view profile as’ drop down menu.

2 Network using LinkedIn

Have you used your **LinkedIn groups** to form new connections?

Have you connected with alumni via the **alumni search tool** to see what graduates are doing? Found under ‘My Network’ tab. Usefully allows you to gather intelligence on where people from your discipline now work, what they do and what they are skilled at.

Do you actively **support others** on LinkedIn e.g. comment on a course mates update or forward a job posting? (your generosity may be returned!)

Do you **update your status** regularly? E.g. what you’re working on reading etc. Are you posting updates? (project work, professional articles or events you are attending)

3 Using LinkedIn to find a job or internship

Do you use the **jobs tab**? Set up your preferences; receiving vacancies appropriate to your experience level, industrial interests, as well as specifying the size & location of companies you’re interested in.

Do you use the LinkedIn **company pages** to visit organisations you want to work for? You may have connections who work for them!

Follow **5 or more** companies of interest. Organisations may advertise vacancies on LinkedIn prior to other jobs boards.