

LINKEDIN PROFILE CHECKLIST

What you need to know:



YOUR PHOTO:

- Make sure it's you and just you. No pets, spouses, friends, groups, etc.
- Make sure it's a clean head shot and have your face take up at least 60% of the frame.
- Avoid selfies, long distance pics, cartoons, etc. Make sure it's focused, not blurry.
- Make sure it's the right expression! You can smile with your eyes!
- Make sure that it's what people see when they meet you in the office (or wherever you do your work). Your image should be consistent with how you present yourself on any given day.
- Choose a non-distracting background. The focus should be on you.
- Either have a professional photographer do your head shot, or if that is prohibitive, have a colleague take a high quality photo using your phone. Crop/edit as necessary.

YOUR HEADLINE:

- Avoid just having your job title and company.
- Think of your headline as your mission statement.
- Think about the way you strive to make a difference and/or create impact as a professional and write that as your headline.
- Make it short, catchy, and unique to you.

YOUR PROFESSIONAL SUMMARY:

- Use this area to paint a picture of who you are and what you aspire to in your career.
- Discuss your goals, passions, accomplishments, and mission. Use this formula: (Your Passion) + (Your Value) + (Your Personality) = (Your Summary)
- Think about what you really love – what really drives you and/or gives you great professional satisfaction – and talk about it. Things like “What I really love about my work is...” OR “I am truly passionate about...” go a long way for your personal brand in this section.
- Make it about you as opposed to your company. This is an area for your personal brand.
- Tell your story – why do you do what you do?
- Write it in the first person – third person text is rather impersonal.
- Make it concise – more than half of the viewers that read it will be on a mobile device.
- Don't make them scroll 20 times to get to the end.

YOUR WORK EXPERIENCE:

- Avoid traditional resume content. Make the content more narrative / story-like as opposed to a series of bullets if possible.
- What was/is the scope of your work and what impact did you have? Talk about it.
- What was your biggest win or wins/highlights in this job? Summarize that accomplishment and talk about it.
- What are your true strengths and values in the role? Let these shine through.
- Use keywords that are relevant to the work you do.
- Do you have any media (pictures, presentations, YouTube videos, etc) that showcases the work you do? Your company?
- Add this media to your work experience.
- Make sure you select the right company/employer from the list that self-populates when you begin typing.

YOUR RECCOMENDATIONS:

- Recommendations - have you ever requested one or written one for someone else? If not, do both.
- Five potential groups of people that would recommend you – past bosses who can say what kind of employee you were/impact, past direct reports that can speak to the type of leader you are/were, past colleagues who didn't report to you/you didn't report to them, but you worked together, past vendors/partners/external people from other companies that worked together with you, and finally, PROFESSORS!
- To ask for a recommendation – Go to the recommendations section and click “Ask To Be Recommended”, then follow the prompts.
- To write one for someone else – Go to their LinkedIn profile and scroll down until you see a link to “Recommend (Their First Name)”. Click, then follow the prompts.

YOUR OTHER SECTIONS:

- Where did you get your degrees and what were they? Add this part of your story to the Education section along with any activities, awards, or societies that you belonged to.
- Do you have any volunteer experience to showcase? Do so in the volunteer section and share a little about what you did and why!
- Do you have any special skills that you'd like to highlight and/or have people endorse? Add those to the skills section.

TASKS TO DO ON LINKEDIN:

- On the menu bar, scroll to “Interests” and then select “Pulse” from the drop-down menu.
- Set up your preferences so that you can read and share articles that are of interest to you.
- Type your company name into the search bar and find it in the results. Go to your company page and click “Follow” to make sure you keep up with the latest news. Find other companies of interest to you and follow them as well.
- Think of a topic/subject that is of interest to you. Type that into the search bar and look for “Groups” that relate to that topic.
- Join a group or two – and participate by making a post.
- Find a great link or article about your company anywhere on the web. Copy the link. Go to your LinkedIn news feed (Home) and click “Update Status”. Paste the link and share the article with your network.
- Connect with your colleagues, past and present, as well as fellow students! Look for people you know and invite them to connect.



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