



## LinkedIn Profile Checklist

Use the checklist below as a guide to build each section of your profile or as a review of your current profile to ensure it is complete, cohesive, and accurately portrays your professional story.

### Profile Photo

- Clear, current photo of yourself
- Friendly, welcoming expression
- Appropriate, non-distracting background

### Headline

- Captures current snapshot of your professional journey
- Includes industry-specific keywords, titles, or skills as appropriate
- Uses commas, dashes, or vertical lines to separate phrases

### “About” Section

- 1-2 short paragraphs
- Personalized voice, professional content

Content includes:

- Your area of interest
- How you are currently involved in or pursuing that area
- Your professional goals or ambitions

### Experience

- Include jobs, internships, study abroad, job shadows
- Details your experience utilizing the Action-Project-Result (APR) approach using bullet points or a well-written summary
- Enhances the way your experience is represented on your resume

### Education

- Add any schools you have attended
- All majors and minors included
- GPA, specific coursework, or academic awards in the “Description” section of an educational entry as appropriate

### Skills & Endorsements

- Includes functional skills (e.g., software proficiency, coding languages, speaking a second language)
- Includes transferrable skills (e.g., creativity, project management, analytical problem-solving)
- 10-15 total skills