



**Assessment Rubric for LinkedIn Profiles**

**Student Name:**

|                                |  |
|--------------------------------|--|
| <b>Goal</b>                    | Develop a solid profile to assist with job search and future networking  |
| <b>Required Tasks/Elements</b> | <ul style="list-style-type: none"> <li>● Create a LinkedIn Profile with professional photo</li> <li>● Follow TWU Career Connections on LinkedIn</li> <li>● Connect with 5 professional contacts</li> <li>● Join 3 professional groups</li> <li>● Follow 3 companies that could be potential employers</li> <li>● Add skills</li> </ul> |
| <b>Assessment</b>              | <input type="checkbox"/> Exceeds requirements<br><input type="checkbox"/> Meets requirements<br><input type="checkbox"/> Needs improvement   |

**Detailed Profile Review**

| <b>LinkedIn Profile Elements</b>   | <b>Comments and Suggestions</b> |
|--|---------------------------------|
| <b>Headline, Location, Industry, Photo</b><br><br><i>Headline should be memorable blurb about you in professional context</i>        |                                 |
| <b>Summary</b><br><br><i>Provide concise, confident description of qualifications, goals, and background</i>                         |                                 |
| <b>Experience</b><br><br><i>Use resume to build this section, include most jobs, internships, volunteer experience, co-ops, etc.</i> |                                 |
| <b>Skills &amp; Expertise</b><br><br><i>List your professional skills; your connections also have the opportunity to</i>             |                                 |



# CAREER CONNECTIONS

TEXAS WOMAN'S UNIVERSITY

|   |  |
|---|--|
| <i>endorse you for various skills</i>   |  |
| <b>Education</b><br><i>Specify anticipated degree, major, and minor (if applicable), GPA if 3.0 or above</i>                                    |  |
| <b>Interests</b><br><i>Consider adding interests that align with those you may have placed on your resume</i>                                   |  |
| <b>Personal details</b> - <i>recommended to leave this blank</i>  |  |
| <b>Advice for Contacting (You)</b><br><i>Information here is public; indicate the type of opportunities that you are interested in pursuing</i> |  |
| <b>Recommendations</b><br><i>Recommendations you have written and those that have been written about you appear here</i>                        |  |
| <b>Connections</b><br><i>Connect only with individuals whom you know well</i>   |  |
| <b>Groups</b><br><i>Join Groups as indicated earlier</i>  |  |
| <b>Following</b><br><i>Follow others/organizations as indicated earlier</i>   |  |