The College of
St. Scholastica
Career Services
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css.edu/Careers @hireSAINTS
(218) 723-6085, Tower, Room 2150

LinkedIN Profile Checklist

LinkedIN is a professional-based social network where you can create and tell a dynamic story of who you are and what you are capable of as a professional. There are ways to use and utilize LinkedIn at every stage of your career - from a first year student to a well-established professional. Start now and continue to edit and evolve as you add new skills and experience. Follow along for a step-by-step list of ways to improve and enhance your LinkedIN profile then contact Career Services for a profile review: careers@css.edu T2150

It doesn't work unless you use it! **Set up your account and get acquainted with the site**	❏ Register for an account. Use your professional email address and full name. Avoid using nicknames unless that name is what you go by all the time. If you have a common name, consider using your middle initial to distinguish your profile from others. ❏ Sign on and spend some time exploring the site. Like anything new, It'll take a little while to get used to it, so don't get discouraged and give yourself time to explore. Schedule yourself an appointment time with LinkedIn to work on your profile and to learn the site. ❏ Look at profiles of others in your field/industry or those who have the job you would like to someday have. Notice what you like and don't like about their profiles. What can you incorporate into your own profile?
One hint before you start building your profile…	❏ Find this box on the upper right hand corner of your profile & adjust the "yes" to a "no". Changing your notify setting to "No" ensures your network will not get updated on every little change you make to your profile. ❏ **Notify your network?** ❏ **Notify your network: No** ❏ **No, do not publish an update to my network about my profile changes.**
Fill out your profile	❏ Complete (and update!) these 5 important sections of your profile: 1. Photo(S) 2. Headline 3. Customized URL 4. Summary 5. Skills ❏ Add more to your profile by filling in your experience and involvement.
1.PHOTO(s) *Profiles with photos are 36x more likely to get views.*	❏ Get yourself a clean, clear, professional-looking headshot. Go to a photographer or have a friend take one with their Iphone - either way, pay attention to these details. (If using our checklist digitally, Watch this clip for more!) ❏ Choose a recent photo that is head-on and close up, from the shoulders up ❏ Be conscious of your background - choose solids ❏ Do not use a selfie ❏ Do not include others in or crop others out of your photo. ❏ Dress like a professional and be appropriate for your industry ❏ In addition to your headshot photo, you can also add a background or cover photo. This is a great place to give a strong sense of who you are from the beginning. Find a photo that relates to your industry or to an area you are passionate about. Google Linkedin background photos for example ideas.
2. HEADLINE	❏ Create a well-written headline that speaks to who you are and what you want to do - not just what you are currently doing. A headline can be straightforward and simple or creative and clever and should be appropriate for your industry.

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	❏ Your headline should not just be that you are a student or your current job title. That will show up right below your headline, so doing is wasting vital space! ❏ Look at others profiles in your industry for ideas!
3. CUSTOMIZED URL	❏ Get a customized URL for your LinkedIN profile. Make it easier to search and access by changing, for example, from: *linkedin.com/andreachartier3453958-3958* to just *linkedin.com/andreachartier* To do so look for the small wheel next to the URL listed below your photo. When you click on it, it will allow you to "edit your public profile settings" in a box on the upper right of your profile, like this: **Your public profile URL** **Enhance your personal brand by creating a custom URL for your LinkedIn public profile.** **www.linkedin.com/in/andreachartier** ❏ Shorten your URL to just your first and last name if you can. Avoid using your birth year which indicates your age right away to employers. ❏ Add this customized URL to your email signature and to your resume to create a well-rounded digital portfolio that links your materials together.
4. SUMMARY	❏ Write a well-written, thoughtful, informative and engaging summary of yourself. A summary is a chance to tell who you are, what you are capable of, and why you are using LinkedIN. You can include information not found on your resume such as skills, interests and areas of strength. ❏ Describe who you are, what motivates you, and what opportunities you are looking for. Address why you are using LinkedIN and what you would hope to connect with others about. ❏ There are many great articles written on creating dynamic LinkedIn summaries. Google the topic for more ideas and examples!
5. SKILLS	❏ Select your top skills as related to your industry. ❏ Ensure especially the top ten skills you choose are concrete, relevant and ones you want to be and can be endorsed for. ❏ Change your settings to allow LinkedIn to ask others for endorsements.
Add in your: ● EXPERIENCE ● ORGANIZATIONS ● EDUCATION ● VOLUNTEER EXPERIENCE & CAUSES	❏ Describe your work experience just as you would on your resume - using effective bulleted statements, not paragraphs. Include facts, details, proof and numbers wherever possible. Be sure to check your spelling and grammar throughout! ❏ As you add in companies you have worked for, link back to their company pages to build your network. ❏ You can also upload a PDF version of your resume right to your profile. Make sure that it is current and a broad resume not targeted for a specific company or position. It is recommended you also remove your physical address when you do. ❏ For every position held you have an opportunity to add in media including: documents, photos, links, videos and presentations. Use this as a chance to show concrete examples and proof of the work you are capable of!

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Fill in your:
• LANGUAGES
• HONORS & AWARDS
• TEST SCORES
• CERTIFICATIONS
• PATENTS
• PUBLICATIONS
• SUPPORTED ORGANIZATIONS
	❏ Enhance your profile with any additional skills, awards, and involvement. Use this opportunity to elaborate on your passions, skills and involvement. Include details and examples of your work.
	❏ Use this as an opportunity to do some self-reflection. Is there anything on this list you wish you had but don't? Set yourself a goal to go out and get that experience!
	❏ Observe other professionals profiles and research your dream careers. Notice the path others followed to get there. Look for industry leaders and learn from their profiles. What goals will you set for yourself based on what you learned?
	    How do they describe their skills and experiences?
	    What kind of experience did they get along the way?
	    What organizations and groups are they involved in?
	    What have they shared for test scores, certifications, honors & awards?

Get the backing of others with: • ENDORSEMENTS • REFERENCES	❏ Ask for endorsements and endorse others on their skills. ❏ Strength your profile with recommendations from supervisors, professors and colleagues. Look for the drop-down arrow by "view profile as" under your photo and find an option there to request recommendations. The nice part is you are only asking for a recommendation based on one specific role. Be sure to update and personalize the request email before sending out. ❏ Write recommendations for others as well!
Build your professional network with: • CONNECTIONS • THE ALUMNI TOOL	❏ Develop and add your network of connections --peers, faculty/staff, and other professional contacts. See the contact section to find ideas of who to add. When you meet individuals who inspire you - through class presentations, networking events or community involvement - add them as connections and let them know why you want to connect. ❏ Write a personalized email as you outreach to contacts - you only get 300 characters, so a brief but professional and personal introduction is important. ❏ Connect with *St. Scholastica Alumni* in your field or region using LinkedIn's Alumni Tool. If accessing digitally, see "Using the Alumni Tool to discover career paths"
Expand your network with: • GROUPS • COMPANIES • INFLUENCERS	❏ Join groups! Find groups in your industry, groups in your city/state, and groups specific to special interest groups or specific populations. ❏ Actively participate in group discussions and share relevant articles in your group postings - or follow and learn from what others have to share. ❏ Follow companies in your industry. Add any companies that might interest you for professional connections and/or employment someday. ❏ Follow influencers who inspire you. Find experts in your field or in your areas of passions and interest and learn from what they have to say.
Prove your skills and capabilities by: • ADDING MEDIA	❏ Create work to be proud of and share it with the world. Use LinkedIn to create a digital portfolio to showcase your work. LinkedIn is a chance to demonstrate what you are capable of and show off the work you have done and can do.

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• PUBLISHING/ POSTING
• USING SLIDESHARE
• becoming a CAMPUS EDITOR
	❏ <u>Add Media</u>: Video/Presentations/Documents/Photos to your experience
	❏ <u>SlideShare</u>: Discover, share and present engaging power points using Slideshare. Watch others and create your own engaging presentation - go viral!
	    ❏ <u>Post</u>: Publish your own articles and share them with the world! Post well-written and thoughtful professional pieces on <u>LinkedIN</u> Publishing
	    ❏ Apply to become a <u>LinkedIn CAMPUS EDITOR</u>. Open to any majors, these students write and create content on LinkedIn's publishing platform and create LinkedIn awareness on campus!

Learn and gain needed skills for your industry: • APPS • THE PULSE • ONLINE LEARNING	❏ Download the many different LinkedIn apps to access LinkedIn features on the go. ❏ Read and follow <u>The Pulse</u> on the homepage for a professional news feed. "Like" "comment" and "share" to engage with industry thought leaders. Swap some of your social media strolling time with some time scanning through "the pulse". ❏ Enhance your business, creative, and technology skills by utilizing video tutorials through <u>LinkedIn Learning Online</u>. Share the courses you have taken to your profile to strengthen your experience section.
Job Searching on LinkedIN	❏ Update your preferences to get notices about jobs that might interest you. You can set this to come to your email account if you'd like! ❏ If you are activity job seeking, consider getting a pro-account to enhance your marketability and tools for connecting. ❏ Want to free-lance? LinkedIn's <u>ProFinder</u> makes your world a small place to get work opportunities and offers you an opportunity to build more experience.

Additional Resources:	❏ Utilize these additional resources to learn more:
	    ❏ <u>Top 5 Profile to do's for students</u>
	    ❏ <u>LinkedIn for Students</u> resources, videos, and tip sheets.