

LinkedIn Profile checklist

Here's a quick test for your LinkedIn profile. It's split into the main categories that are used.

- **Before you start amending your LinkedIn profile, turn off your activity broadcasts.**
- From the drop-down menu next on the right side of the Home page, choose Privacy & Settings.
- Under the Profile section is a column titled Privacy Controls. Immediately under that heading is a link to "Turn on/off your activity broadcasts."
- Click the link. If the box is checked to "Let people know when you change your profile, make recommendations, or follow companies," uncheck it. This means that anyone in your network will not receive notifications of the changes you are making.
- When you are finished, go back and recheck the box.

Photo (LinkedIn profiles with photos receive 50-70% more enquiries than profiles without)		
	Yes	No
▶ Have you uploaded a photo against a plain background?		
▶ Are you dressed professionally, look friendly and approachable?		

Name and Headline		
	Yes	No
▶ Have you used your real name?		
▶ Have you included the University of Liverpool, your area of study and career ambitions?		
▶ Have you <u>claimed your unique LinkedIn URL</u> e.g. www.linkedin.com/in/JohnSmith?		
▶ Is your headline easy to read and understand?		

Summary		
	Yes	No
▶ Have you summarised your skills and aptitudes that you have and which will be relevant to your career interests?		
▶ Have you summarised any relevant work or voluntary experience?		
▶ Is it short, punchy, strategic, highlighting your current situation and outlining your future career plans or outlines key skills and experiences?		
▶ Have you written this in the first person (using I and me)?		

Experience		
	Yes	No
▶ Do your details start with your most recent experience and work back?		
▶ Are start and end dates always given?		
▶ Have you include the names of the firms/organisations you've worked for?		
▶ Have you stated the nature of the firm's business?		
▶ Have you included your job title?		
▶ Have you given a brief summary of your main responsibilities, skills and achievements?		

Organisations		
	Yes	No
▶ Have you linked to any professional bodies, students societies etc. that you are a member of (at University or outside)?		
▶ Do you link to any companies you may have worked for (paid or unpaid)?		
▶ Have you described what you did with each organisation?		

Education		
	Yes	No
▶ Do your education details start with your current course first and then work back?		
▶ Have you given start and end dates for each institution attended?		
▶ Do you include the name of each HEI institution attended?		

Education		
	Yes	No
▶ Do you give the full title of your degree level courses?		
▶ Have you detailed modules relevant to your career aim?		
▶ Do you include expected degree classification (not essential but include if good)?		
▶ Are there brief details of your main projects/dissertation?		
▶ Have you summarised pre-degree/diploma qualifications?		

Languages		
	Yes	No
▶ Have you indicated all the languages you speak and your level of proficiency?		

Skills		
	Yes	No
▶ Have you added at least five skills?		
▶ Do the skills outlined in your profile reflect the skills required by employers?		
▶ Are you able to get any connections to endorse you for these skills?		

Interests		
	Yes	No
▶ Have you included positions of responsibility e.g. student representative, team captain?		
▶ Do you explain something about them rather than one word?		
▶ Have you used this section to demonstrate examples of skills and competencies that the employer is looking for?		

Honours and awards		
	Yes	No
▶ Have you listed any prizes, competitions or awards you might have won during your time at University?		

Recommendations		
	Yes	No
▶ Have you asked academics, employers from work experience or part time jobs or anyone else who've worked with you closely to write a recommendation?		

Final check		
	Yes	No
▶ Could you include examples from your project work, dissertation, work experience? This could be videos, presentations, links to websites you've designed, blog etc.		
▶ Have you avoided long paragraphs of text?		
▶ Have you included an email address in the contact section?		
▶ Has someone proof read it for spelling and grammatical errors?		
▶ Have you checked there are no gaps in your history?		
▶ Have you joined relevant LinkedIn groups? (including University of Liverpool Alumni (official))		

Careers & Employability Service

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