

LINKEDIN SELF-REVIEW

Student Name:
Date:
LinkedIn URL:

Criteria	Resources/Additional Notes	Question/Comments for Reviewer
Contact Information (optional)		
<input type="checkbox"/> Phone number, Twitter and other social media accounts	<i>Include all contact information if you would like to share additional information with potential employers. All social media platforms should be professional.</i>	
Photo		
<input type="checkbox"/> Professional quality photo	<i>Be sure this is a headshot</i>	
<input type="checkbox"/> Friendly/approachable appearance		
<input type="checkbox"/> Industry appropriate professional attire		
Headline		
<input type="checkbox"/> Brief, informative and use of keywords, skills, or interests that relate to the industry or related career goals and/or interests		
<input type="checkbox"/> Connects current position to career goals		
Open to job opportunities		
<input type="checkbox"/> Indicate the employment opportunities you are seeking by check marking desired job titles, job types, and locations	<i>Can be more than one, indicate all desired jobs/locations</i>	
Summary		
<input type="checkbox"/> Summary briefly describes previous related experience or connects backgrounds, skill sets & interests		

Experience		
<input type="checkbox"/> Full & detailed experiences from resume		
<input type="checkbox"/> Descriptions encapsulate skills, duties & accomplishments at each job or activity		

Recommendations		
<input type="checkbox"/> 3+ recommendations listed		
<input type="checkbox"/> Recommendations from former managers or current supervisors, advisors & professors		

Optional Sections		
<input type="checkbox"/> Relevant sections used to showcase work and/or interests		
<input type="checkbox"/> Relevant Courses (higher level), Honors & Awards, Organizations, and Volunteer Experience & Languages		

Skills & Expertise		
<input type="checkbox"/> 10+ Skills & Expertise listed (up to 50 are permitted)		
<input type="checkbox"/> Be specific; uses industry jargon or clinical terms		
<input type="checkbox"/> Endorsed by others		
<input type="checkbox"/> Endorse others for their Skills & Expertise		

Education		
<input type="checkbox"/> Full education history provided including institutions, dates, degrees, majors, minors & any study abroad experience	<i>Avoid high school information</i>	

Connections		
<input type="checkbox"/> 100+ connections	<i>i.e. peers, alumni, relatives, teammates, neighbors, professors, current/ former supervisors, mentors, current/former colleagues, coaches, clergy, etc.</i>	

Groups		
<input type="checkbox"/> Member of Indiana Tech Career Center Group		

<input type="checkbox"/> Member of relevant groups	.	
<input type="checkbox"/> Industry related & skills-based		
<input type="checkbox"/> Engages in group discussions, posts content, etc.		

Companies

<input type="checkbox"/> Follows several companies in industry		
<input type="checkbox"/> Follows potential employers		

Overall Completeness of Profile

<input type="checkbox"/> Profile demonstrates a depth of understanding by providing completeness in all relevant fields	<i>Example LinkedIn Profile:</i> Cindy Verduce	
<input type="checkbox"/> Many connections have been made; these connections provide endorsements for skills, expertise and recommendations		

Positive Professional Language

<input type="checkbox"/> Positive, engaging, and enthusiastic language throughout profile		
<input type="checkbox"/> Action verbs are varied and well-chosen to demonstrate tasks, duties, transferrable skills, & accomplishments related to career goals	.	
<input type="checkbox"/> No negative or unprofessional content is expressed		