LINKEDIN SELF-REVIEW

Student Name:
Date:
LinkedIn URL:

Criteria	Resources/Additional Notes	Question/Comments for Reviewer
Contact Information (optional)		
☐ Phone number, Twitter and other social media accounts	*Include all contact information if you would like to share additional information with potential employers.* *All social media platforms should be professional.*	
☐ Insert a recording on how to pronounce your name	*In your profile, click on the pencil in the Introduction section, and add a recording to your Contact Information.*	
☐ After your last name, add your pronouns	*Click on the pencil to edit your Contact Information, add the pronouns that you would like people to use (e.g. hers/his, him/her)*	
Photo		
☐ Professional quality photo	*Be sure this is a professional headshot*	
☐ Friendly/approachable appearance		
☐ Industry appropriate professional attire		
☐ Your background photo should be something that positions you well as a professional	*Classroom presentations are always a good idea.*	
Headline		
☐ Brief, informative and use of keywords, skills, or interests that relate to the industry or related career goals and/or interests		
☐ Connects current position to career goals		
Open to job opportunities		

☐ Indicate the employment opportunities you are seeking by check marking desired job titles, job types, and locations	*Can be more than one, indicate all desired jobs/locations*	

Summary		
☐ Summary briefly describes previous related experience or connects backgrounds, skill sets & interests		

Experience		
☐ Full & detailed experiences from resume		
☐ Descriptions encapsulate skills, duties & accomplishments at each job or activity		
☐ Also add volunteer experience, under the "Volunteer Experience" section.		

Recommendations		
☐ 3+ recommendations listed		
☐ Recommendations from former managers or current supervisors, advisors & professors		
☐ It is very positive to GIVE recommendations as well!		

Optional Sections		
☐ Relevant sections used to showcase work and/or interests		
☐ Relevant Courses (higher level), Honors & Awards, Organizations, and Volunteer Experience & Languages		
☐ Add media to your profile, under the "Featured" section.	*Examples of your work, videos, etc.*	

Skills & Expertise		
☐ 10+ Skills & Expertise listed (up to 50 are permitted)		
☐ Be specific; uses industry jargon or clinical terms		
☐ Endorsed by others		
☐ Endorse others for their Skills & Expertise		

Education		
☐ Full education history provided including institutions, dates, degrees, majors, minors & any study abroad experience	*Avoid high school information*	

Connections		
☐ 100+ connections	*i.e. peers, alumni, relatives, teammates, neighbors, professors, current/ former supervisors, mentors, current/former colleagues, coaches, clergy, etc.*	
☐ Connect with Faculty/Staff members that are/were in your industry	*Professors, advisors, as well as staff members. i.e. An HR student must be connected with Julie Hendrix*	
☐ Turn off notifications to avoid oversharing changes with your connections.	*Under Me>Settings and Privacy>Visibility> Visibility of your LinkedIn activity. Turn the second and third options off.*	
☐ Connect with Anthony Juliano, MA, MBA	*Watch and follow his hashtag "#64SecondTip"*	
☐ Make sure to keep posting content 1-5 times a week.	*This will keep you visible in people's newsfeed, so people don't have to actually find you to think of you..*	

Groups		
☐ Member of Indiana Tech Career Center Group		
☐ Member of relevant groups	.	
☐ Industry related & skills-based		
☐ Engages in group discussions, posts content, etc.		

Companies		
☐ Follows several companies in industry		
☐ Follows potential employers		

Overall Completeness of Profile		
☐ Profile demonstrates a depth of understanding by providing completeness in all relevant fields	*Example LinkedIn Profile:* *Cindy Verduce*	
☐ Many connections have been made; these connections provide endorsements		

for skills, expertise and recommendations		
☐ Review your LinkedIn Social Selling Index, to see a "score" of your profile	*Click "Get your score free"*	
Positive Professional Language		
☐ Positive, engaging, and enthusiastic language throughout profile		
☐ Action verbs are varied and well-chosen to demonstrate tasks, duties, transferrable skills, & accomplishments related to career goals	.	
☐ No negative or unprofessional content is expressed		