

LINKEDIN SELF-REVIEW

Student Name:
Date:
LinkedIn URL (*shorten your URL at the top right corner of your profile):

Criteria	Resources/Additional Notes	Question/Comments for Reviewer
Contact Information (optional)		
<input type="checkbox"/> Phone number, Twitter or other professional social media accounts	<i>Include all contact information if you want 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"/> List current job position or professional role (for example, Indiana Tech student)		
About		
<input type="checkbox"/> Summary briefly describes previous related experience or connects backgrounds, skill sets & interests.	<i>This information might come from your resume.</i>	
Experience		
<input type="checkbox"/> Full & detailed experiences from resume		
<input type="checkbox"/> Descriptions encapsulate skills, duties & accomplishments at each job or activity	<i>May not include the full list of bullets from the resume.</i>	

Recommended (if applicable) – includes licenses, certifications, recommendations, industry-related projects, courses		
<input type="checkbox"/> 3+ recommendations listed		
<input type="checkbox"/> Recommendations from former managers or current supervisors, advisors & professors		
Optional Sections (if applicable)		
<input type="checkbox"/> Relevant sections used to showcase work and/or interests		
<input type="checkbox"/> If applicable, add Honors & Awards, Organizations, and Volunteer Experience & Languages		
Skills		
<input type="checkbox"/> 10+ Skills & Expertise listed (up to 50 are permitted)		
<input type="checkbox"/> Be specific; use industry jargon or clinical terms		
<input type="checkbox"/> Connect as many skills as possible to your job experiences		
<input type="checkbox"/> Endorse others for their Skills if you are connected to others you can evaluate		
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"/> Work to make 100+ connections over the coming months	<i>i.e. peers, alumni, relatives, teammates, neighbors, professors, current/ former supervisors, mentors, current/former colleagues, coaches, clergy, etc.</i>	
Groups		

Companies		
<input type="checkbox"/> Follow several companies in your industry		
<input type="checkbox"/> Follow potential employers	<i>If they are not local or have no connection to you, you might add a personal note to the connect request, indicating that you are student building your industry network.</i>	

Overall Completeness of Profile		
<input type="checkbox"/> Profile demonstrates a depth of understanding by providing completeness in all relevant fields	<i>Check out example profiles of the Career Center staff as well as your professors and heads of departments at Tech.</i>	
<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		