



HOW'S YOUR LINKEDIN PROFILE?

REVIEW GUIDE

While both your resume and your LinkedIn profile share your experiences, skills, and accomplishments, they have different functions and conventions. Your LinkedIn profile allows you unique opportunities to express your professional identity or "ethos" - your values, identities, and character as a leader. Tell your story, connect to others, and be active in the professional social network.

Building a LinkedIn Profile

	3 YOU GOT THIS	2 ALMOST THERE	1 LET'S GET STARTED
Visual Appeal	<ul style="list-style-type: none"> Profile picture is professionally appropriate to industry/career interests Profile picture creates positive first impression for the reviewer Cover photo is customized and complements the headline and summary 	<ul style="list-style-type: none"> Profile picture is casual or creates visual distraction for the profile reviewer Profile picture creates neutral first impression or does not communicate professional identity Cover photo is generic or does not complement the headline and summary 	<ul style="list-style-type: none"> No profile picture Cropped photo from personal life or selfie Profile picture creates negative or unprofessional first impression for the reviewer No cover photo
Headline	<ul style="list-style-type: none"> Brief and informative Use of keywords, skills, or interests that relate to the industry, career goals and aspirations, or professional mission Complements the summary 	<ul style="list-style-type: none"> Default to current title and organization (e.g. "student at Columbus State University") 	<ul style="list-style-type: none"> No headline
Summary ("About" Section)	<ul style="list-style-type: none"> Authentic, distinctive expression of one's professional identity Identifies opportunity (role, industry, position) sought and includes skills, accomplishments, motivations, and/or talents Keyword rich and targeted to the qualifications for the industry or role 	<ul style="list-style-type: none"> Generic and/or lacks specific details, such as skills, accomplishments, motivations, talents and/or career interests Does not use "I", "my" or "me" to convey authenticity Too long and/or too personal; no clear connection to industry/career interests 	<ul style="list-style-type: none"> No or little summary provided



Update your LinkedIn profile at least once a semester. Frequent updates enable you to keep track of critical projects, meaningful volunteer work, and/or new skills and certifications .



Keep your "About" section brief. Only 220 characters show on a desktop or 92 characters on a smart device

More on the Back!



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Experience	<ul style="list-style-type: none"> • Full and detailed experiences relevant to the industry/ career interests • Descriptions encapsulate skills, duties, accomplishments at each job or activity (use WHO approach) • Accomplishments/results are quantified where appropriate • Well formatted with bullet points and short summaries 	<ul style="list-style-type: none"> • Not detailed enough or do not use WHO approach • Does not directly relate to opportunities sought in the field or industry 	<ul style="list-style-type: none"> • No or little descriptions provided
Education	<ul style="list-style-type: none"> • Full education history provided including institution(s), dates, degree(s), majors, minors, and/or concentrations • Includes significant academic experiences, such as study abroad, honors program, thesis title/description (if applicable) 	<ul style="list-style-type: none"> • School(s) listed • Does not have specific degree information 	<ul style="list-style-type: none"> • No information about education is provided
Optional Sections (courses, honors/ awards, skills, endorsement, etc.)	<ul style="list-style-type: none"> • 3-4 relevant pieces of information given to further validate skills, interests and abilities • Featured section showcases key projects and experiences 	<ul style="list-style-type: none"> • 1-2 relevant pieces of information given to further validate skills, interests and abilities 	<ul style="list-style-type: none"> • No relevant pieces of information given to further validate skills, interests and abilities
Communication	<ul style="list-style-type: none"> • Positive, engaging, and enthusiastic language throughout profile • Action verbs are varied and well-chosen to demonstrate tasks, duties, transferable skills and accomplishments related to career goals 	<ul style="list-style-type: none"> • Language is neutral or not personable throughout profile; language is not well-selected to convey the student's professional identity • Action verbs are varied, yet the selection is conventional or homogenous 	<ul style="list-style-type: none"> • Language is negative • Action verbs are not varied • Multiple grammar and spelling errors

Next Steps	<p>What adjustments do I need to make based on this assessment?</p> <p>When can I commit to making changes?</p>
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Adapted from: The Career Center, University of Illinois at Urbana-Champaign and Career & Civic Engagement Center, Bryn Mawr College



Make an appointment to update your LinkedIn profile

