

LinkedIn Profile Checklist

LinkedIn is a great way to build your professional identity, grow your network, and maintain connections with classmates, alumni, colleagues, and other professionals. It can also be a useful tool for discovering potential opportunities and staying current with trends in your field.

HEADER

- ☐ **Profile photo:** Upload a recent, professional-looking, and close-up photo. It doesn't need to be a professional headshot, you can use a cell phone! Wear something you might wear to work in front of a non-distracting background. Your profile will be 21 times more likely to be viewed if you have a profile picture!
- ☐ **Headline:** The default heading is your most recent job title; edit this headline to attract readers and help them understand the role, industry, or interests you are pursuing. At a minimum, "Student at Stanford University" or "Stanford University Alum" but it's better to add more because it shows up in search results:
 - Who are you? What are you studying?
 - What's your added value to employers?
 - What expertise or skill(s) do you have?
- ☐ **Background Photo:** This is your opportunity to personalize the header image on your profile page. Think about what image represents you, your brand, and/or your professional interests.
- ☐ **Name Pronunciation/Video Cover Story (feature only on LinkedIn app):** Optionally, on the LinkedIn mobile app, you can record your name pronunciation and/or a 30 second profile "cover story" video introduction.

ABOUT

- ☐ **Summary:** Think of this section as an introduction to your LinkedIn. It's your opportunity to showcase some personality while talking about your experience, and what you hope to do next. Write it in the first person and include who you are, what you do and/or are interested in doing, and key skills you've developed. Your summary might include important accomplishments/contributions, values, and what makes you stand out. Look at other profiles to get an idea of what you like, or ask your own network to help you ("What words would you use to describe the work I do? What three words would you use to describe me? What can you count on me for?") People who include a summary receive up to 3.9 times as many profile views! Additionally, the words that appear in your profile (headline, summary, experiences, etc) are indexed in the platform's search, so be sure to include industry-specific keywords, skills, and interests wherever you can.

EXPERIENCE

- ☐ **Previous Roles:** Include *all* your positions. You're probably more experienced than you think. Consider all the roles you've held including in past and current jobs (unpaid and paid) extracurricular opportunities, and athletic experiences.
- ☐ **Descriptions:** You may want to include what your experiences entailed in paragraph or bullet-point form so that the reader can have a better understanding of what you did in each position. This can be cut and pasted from your resume, or you can come up with new descriptions altogether. Use action verbs, and quantify the scope or impact of your work when possible! Be sure to highlight [skills employers are actively seeking](#).

EDUCATION

- ☐ **Schools:** Show off your education. Include your college information (including study abroad experiences) and don't be shy about including clubs you are a part of and your GPA.

SKILLS

- ☐ **Relevant Keywords:** Include keywords and phrases that recruiters in your field would search for, which you can find by looking at the profiles of people in positions or fields you may be interested in - or in job descriptions posted in roles or industries of interest. If you list 5 or more skills, you'll get up to 17x more profile views.

INTERESTS *(Influencers, Companies, Groups, Schools)*

- ☐ **Groups:** Follow groups and influencers that align with your personal and professional interests. Be sure to check out groups affiliated with Stanford University, and also see what groups/ influencers other people are following. Participation in these groups can help to continue to build your network and learn more about your area of interest.
- ☐ **Companies:** Follow companies/organizations in your field. Following relevant organizations is a great way to stay current with company news, learn more about a company, and hear about internship and job opportunities. Additionally, sometimes recruiters first review potential candidates already following their company on LinkedIn.

ADDITIONAL SECTIONS TO ADD *(Optional)*

- ☐ **Courses:** Add the relevant courses you've taken at Stanford to increase your credibility and give you access to more opportunities.
- ☐ **Featured:** This is a place to add what you are proud of. This can include articles and posts or if you have examples of your work, you can add pictures, videos, and links.
- ☐ **Volunteer Experiences:** 41% of hiring managers consider volunteer experience equally as valuable as paid work experience.
- ☐ **Projects:** Include any personal, class, or professional projects. If you worked on a project on a team or led a personal project include them here with a description of what you did and how you did it.
- ☐ **Honors & Awards:** Don't be shy to include the awards you've earned, whether they were in school or outside of school.
- ☐ **Languages:** Do you know any other languages? Add them along with proficiency level.
- ☐ **Recommendations:** Ask former colleagues & supervisors to add a recommendation! It's powerful when others echo the skills and experiences you are already showcasing in your profile.
- ☐ **Publications:** If you authored or co-authored a publication, add it here, and be sure to include the publication URL if available so others can go check out your work.
- ☐ **Contact Info:** You have the option to share your email address or personal website if you'd like others to be able to contact you outside of the LinkedIn profile.