LinkedIn profile checklist

Having a professional, eye-catching LinkedIn profile will help you get noticed by the right people at the right time. Here’s a quick test to check if your LinkedIn profile will make the right impression.
Before you start to amend your LinkedIn profile make sure to turn off your activity broadcasts so that your contacts do not receive notifications of the changes you are making.

Click on the Me icon and select Settings & Privacy. Click on the Privacy section and in the How others see your LinkedIn activity move the Share Changes slider to No.

### Photo

Have you uploaded a photo against a plain background?  
Are you dressed professionally, look friendly and approachable?

### Name and Headline

Have you used your real name?  
Have you included the University, your area of study, and career ambitions?  
Have you claimed your unique LinkedIn URL e.g. www.linkedin.com/in/JaneC?  
Is your headline easy to read and understand?

### Summary

Is it short, punchy, and strategic? Highlighting your current situation, outlining your future career plans and your key skills and experiences.  
Have you summarised skills, abilities, and aptitudes linked to career interests?  
Have you summarised any relevant work or voluntary experience?  
Is it written in the first person, using I and me not you?

### Experience

Do your details start with your most recent experience and work back?  
Are start and end dates always given?  
Have you included the names of the organisations you’ve worked for?  
Have you stated the nature of the organisation’s business?  
Have you included your job title?  
Have you given a brief summary of your main responsibilities, skills and achievements? Include photos or links to videos of your work to really impress.

### Organisations

Have you linked to any professional bodies, students societies, etc. that you are a member of (at University or outside)?  
Do you link to any organisations you may have worked for (paid or unpaid)?  
Have you described what you did with each organisation?
**Education**

Do you start with your current course first and then work back?
Have you given start and end dates for each institution attended?
Do you include the name of each higher education institution attended?
Do you give the full title of your degree level courses?
Have you detailed modules relevant to your career aim?
Do you include expected degree classification (not essential but include if good)?
Are there brief details of your main projects/dissertation?
Have you summarised pre-degree/diploma qualifications?

**Languages**

Have you indicated all the languages you speak and your level of proficiency?

**Skills**

Have you added at least five skills?
Do the skills outlined in your profile reflect the skills required by employers?
Are you able to get any connections to endorse you for these skills?

**Interests**

Have you included positions of responsibility e.g. student rep, team captain?
Do you explain something about them rather than one word?
Have you used this section to demonstrate examples of skills and competencies that organisations are looking for?

**Honours and Awards**

Have you listed any prizes, competitions or awards you might have won during your time at University?

**Recommendations**

Have you asked academics, employers from work experience or part-time jobs or anyone else who’ve worked with you closely to write a recommendation?

**Final Check**

Could you include examples from your project work, dissertation, work experience? Such as videos, presentations, links to websites you’ve designed, blog, etc.
Have you avoided long paragraphs of text?
Have you included an email address in the contact section?
Has someone proof read it for spelling and grammatical errors?
Have you checked there are no gaps in your history?
Have you joined relevant LinkedIn groups? (including University of Liverpool)