

LINKEDIN CHECKLIST

LinkedIn is a great tool for networking with peers, searching for jobs, updating your employment status, and staying up to date on industries and people of interest.

PROFILE APPEARANCE

- ☐ Profile looks professional and organized
- ☐ Profile picture is a professional, headshot photo
- ☐ First and last name are displayed at the top of the page
- ☐ A simple and professional cover photo has been added
- ☐ Includes information for each category to complete profile

IMPORTANT COMPONENTS TO INCLUDE

- ☐ Headline is current employment or education status (e.g. Junior in the UW College of Business)
- ☐ Includes current location in order for job recommendations to be relevant
- ☐ Contact information (phone number or email) has been added
- ☐ OPTIONAL: personal pronouns and name pronunciation have been added if desired

MAKING CONNECTIONS

- ☐ Peers have been connected with (e.g. classmates and co workers)
- ☐ Superiors have been connected with (e.g. supervisors and professors)
- ☐ Network with people in your industry to make professional connections

EXPERIENCE SECTION

- ☐ Current positions listed first; others listed in reverse, chronological order
- ☐ Includes job title, employer, time period worked, location, and description
- ☐ Description is sentences describing job situation, responsibilities, actions taken, and results of the employment (Use PAR)
- ☐ Soft skills are demonstrated by describing past job duties

EDUCATION SECTION

- ☐ Includes the university and college you attend (this helps others at the university connect with you)
- ☐ Degree, minors or concentrations, and cumulative GPA if above 3.0 are listed
- ☐ Lists any clubs, groups, and extracurriculars

SKILLS AND ENDORSEMENTS

- ☐ Relevant hard and soft skills have been listed
- ☐ Peers and superiors have been asked to endorse any appropriate skills
- ☐ Skill assessments have been taken and added to profile

HELPFUL LINKEDIN TIPS

- ☐ Search through other social medias to find people to connect with
- ☐ Follow companies you are interested in to get updates and see their posts
- ☐ Find companies and subjects that interest you
- ☐ Check your LinkedIn profile regularly to see new connections, check messages, job search, and get industry updates
- ☐ Customize your LinkedIn URL by clicking *Edit Public Profile & URL* in your profile
- ☐ Any major projects you have worked on are featured on your profile

NEED HELP WITH YOUR LINKEDIN PROFILE?

- ☐ Make an appointment with a Career Peer in the COB Student Success Center on [Navigate](#)



College of Business
Peter M. & Paula Green Johnson
Student Success Center

Questions or clarifications?
Email us: success@uwyo.edu