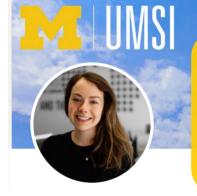# LinkedIn Profile Checklist

Don't be intimidated by LinkedIn! See the checklist below to build a profile that could help you catch a recruiters' eye and find your dream job.

After you build your profile, you can make an appointment with the CDO for a LinkedIn Profile review!

☐ **Customize your public profile URL:** This makes it easier to include the link on your resume, email signature, etc.

☐ **Add a profile photo:** Upload a clear headshot with a professional background.

☐ **Add a cover photo:** Use this as an opportunity to personalize your profile. For easy cover photo ideas, check out these free Michigan backgrounds from ITS and U-M Social.

Ima Student (She/Her)
UX Designer | Grad Student @ University of Michigan
Ann Arbor, Michigan, United States · **Contact info**

500+ connections

University of Michigan - School of Information

University of Michigan

☐ **Update your header:** Recruiters use keywords in headers to find talent - make sure yours reflects your skills so you show up in these searches.

☐ **Build your network:** 500 is the golden number for LinkedIn. Reaching 500+ means higher visibility, credibility, and overall impact. Just remember that connections are about quality as well as quantity.

About

I am a User Experience Designer passionate about creating human-centered design. As a Master's Student at the University of Michigan and a UX Intern at UX Company, Inc., I have developed my ability to create and utilize prototyping, wireframing, personas, and user flows.

☐ **Utilize your About section:** This is another place to include those key words that recruiters will search for! You should include the following things in your summary: your **status** (ie. student, intern), your **passion,** your **experience**, and your **aspirations**. Make your first 210 characters count - that's all people will be able to see without clicking "Read More."

Experience

Research Assistant
University of Michigan - School of Information · Internship
Aug 2021 - Present · 11 mos
Ann Arbor, Michigan, United States

Conducted research using methods in order to achieve results. Presented research data at conference resulting in increased funding.

☐ **Include all relevant experience:** Take advantage of the features LinkedIn has that differentiate your profile from a resume - you can **add photos, videos, links**, and other elements that highlight your work. Like your resume, you should **add descriptions that detail your accomplishments** at each position. Unlike your resume, you don't have to worry about fitting your experiences onto one page.

☐ **Add Education:** List all educational programs you have participated in, including summer programs.

☐ **Add Projects and Courses:** Use this as a way to reinforce the skills and keywords you included in your header and summary.

Skills

User Experience Design

Endorsed by 5 colleagues at University of Michigan

11 endorsements

☐ **List Skills to gain Endorsements:** Start by adding at least **5 key skills** so your connections can endorse you. **Endorsing your colleagues** is a great way to get endorsements in return!

☐ **Detail any Honors & Awards:** Don't be shy! This is your space to highlight your achievements - list any awards you've received in or out of school.

☐ **Add Volunteer Experiences:** This can show your passion and drive, and even additional skills you've gained through these unpaid experiences.

☐ **Ask for Recommendations:** You can ask managers, professors, or classmates you've worked with closely to write a public recommendation that adds to your credibility.

Recommendations

Received   Given

Becca Mehnder · 2nd
Product Designer at UX Company, Inc.
September 23, 2020, Becca worked with Ima.

Ima is the best intern we have ever had at UX Company, Inc. Anyone would be lucky to hire her.