



LinkedIn Profile Checklist

PHOTOGRAPH - Include a professional head and shoulders photo and remember to smile. A photo is very important to include in this process as profiles with a photo are 70% more likely to receive a LinkedIn connection through this social network.

PROFILE - This is your Career Profile; briefly describe your past and what you are looking forward to in the future.

SUMMARY - This is a quick biography of your working life, what you are excited about and what's next for you.

EXPERIENCE - List your jobs, company name, duties, outcomes and relevant evidence.

EDUCATION - List your Tertiary Education and relevant awards and highlights. Include your Major or any other important qualifications relevant to your professional work interests.

ORGANISATIONS - Search for and subscribe to a range of work related organisations, professional associations, student clubs to increase your profile. You can search these organisations later on to build more connections.

The screenshot displays a LinkedIn profile for Jackson Smith. At the top, there is a navigation bar with the LinkedIn logo and a search bar. Below the navigation bar, the profile header includes the name 'Jackson Smith', a brief description of the profile's purpose, and the location 'Brisbane, Australia | Higher Education'. A 'Send a message' button and a connection count of '186 connections' are visible. The main content area is titled 'Background' and contains several sections: 'Summary' (with a document icon), 'Experience' (with a document icon), 'Education' (with a pencil icon), 'Languages' (with a document icon), 'Additional Information - Interests' (with a document icon), and 'Organisations' (with a shield icon). Each section provides a brief description of what to include in that part of the profile.

VOLUNTEER EXPERIENCE AND CAUSES - Even if unpaid be sure to list these experiences.

SKILLS AND EXPERIENCE - Think carefully about your skills. Review similar student and professional profiles for the best skills to document. Your contacts will be invited to 'endorse' these skills and experiences.

HONOURS AND AWARDS - Insert any notable academic or extra-curricular achievements (e.g. university scholarships) that are applicable to you here

COURSES - LinkedIn is referring to "Units" in this instance. List some of your advanced Units that add value to your Major/Minors.

PROJECTS - A handy space for all your extracurricular and industry related academic projects.

RECOMMENDATIONS - Seek written recommendations from colleagues.

REVIEW - Learn to be a critical reviewer. Take a moment to review and re-read over your entire profile, what does this say about you? What is NOT in your profile? What do you want to change? Be creative, be unique, this is your personal brand at work.



Employers see volunteer experience as relevant experience to your degree.



TIP: Consider SEO (Search Engine Optimisation) strategies. If you were recruiting for an IT Graduate via a simple google search what terms would you use?

Top Skills

| | | | |
|----|--------------------------|---|--|
| 31 | Strategic Communications | + | |
| 22 | Media Relations | + | |
| 10 | Event Planning | + | |
| 10 | Social Media | + | |
| 6 | Stakeholder Engagement | + | |



Insert any notable academic or extra-curricular achievements here.



Only if these add value to your degree



Upload evidence relevant to employers e.g.:

- Your role as a team leader
- Built an app/program
- Portfolio evidence
- Links to online Real World projects you have completed
- Marketing campaigns
- Research or articles published etc

Recommendations

Seek written recommendations from colleagues, supervisors, relevant academics and managers.

Review

TIP: Make your Profile PUBLIC to allow others to find you and modify your LinkedIn Profile to shorten the URL address. Include this as a link on your email signature and in your resume (under your email address). To do this go to Settings>Edit Your Public Profile>Your Public Profile URL:

GROWING YOUR CONNECTIONS

EXISTING CONNECTIONS

To maximise your chances of building connections consider past jobs you have held. Who did you work for? Who did you work with? Who have you met on work placements, practicums and internships? Search for these people, view their connections and grow your network. LinkedIn – can access (with your permission) your email contacts and invite your existing contacts to Connect with you. To access this click on “Connections”, “Add Connections” to import email addresses and send an invitation.

ALUMNI NETWORK

Use the Alumni Search Tool to your advantage and connect with recent graduates and early career professionals of your institution across the globe. To find this feature on your LinkedIn account under “Connections” click on “Find Alumni”. Look for the headings “Where they Live”, “Where they Work”, “What they Do”? These are interactive, searchable filters that will allow you to drill down to view profiles. This is a useful career exploration tool. Invite relevant recent graduates to connect with you on LinkedIn for companies you are considering working for in the near future. Alternatively you can search for a job title, include your institution and find recent graduates, early career and seasoned professionals. Send a targeted email invitation to each and make a connection.

GROUPS

Join Industry Groups and add contacts from each group. Join 10 groups, yes 10, right now that are relevant to your study discipline area in the country and internationally. Within these groups join in to the discussion, Comment, Like and Share articles of interest or create new discussions as each time you comment you improve your profile and ranking and grow your network!

COMPANIES

Follow all companies of interest. LinkedIn will actually recommend some companies to follow. Use this to your advantage and take this opportunity to connect with potential employers, professional associations, community organisations, groups, government agencies, universities and professional development providers.

WHO'S VIEWED YOUR PROFILE

What do you do when people view your profile? A) do nothing or B) send them a connection request?

KEEP IN TOUCH

This feature on LinkedIn under the “Connections” tab allows for searching your most recent conversations as well as recent connections. Use this to remind you to continue the conversation with selected contacts.

TIP

When asking to connect with industry people, be creative, introduce something in common so they will want to connect rather than using the standard templates suggested by LinkedIn.

SUMMARY

Research suggests that LinkedIn will be most useful as a recruitment tool. After you have a few years industry experience, it is far more likely that recruiters will find you from key word searches. In your formative years this platform will allow you to explore possible careers, connect with relevant people and contribute to your discipline area while keeping in touch and growing your network.