LinkedIn Profile Checklist
Achieve an All-Star rating!

□ **Create an Account**
Go to: www.linkedin.com
Locate the "Sign In" or "Join Now" button and follow the step-by-step instructions.
TIP: Use a professional e-mail that will stay active long-term

□ **Change Account settings**
On the top control bar, on the far right side, click on your photo icon. A drop down menu will appear. Next to "Privacy and Settings" click "Manage"
- o Under "Profile" > "Privacy Controls", click "Choose whether or not to share your profile edits".
Un-check the box in the "Activity Broadcasts" pop up screen. (This will allow your profile to be offline while you work on it).
Click on "Customize your public profile URL"
Choose a version of your name as your public profile web address, or some version close to your name with the correct spelling and description.
(e.g., www.linkedin.com/in/firstnamelastname)

□ **Upload a professional Profile picture**
Be sure the photo contains: head and shoulders of you alone, professional dress, good lighting, pleasant smile.
TIP: Profiles with photos are 11x more likely to be viewed by others

□ **Create a Summary section**
Highlight any knowledge, skills, and interests that you would like a potential employer or professional connection to know about

□ **Add your Experience**
List your current or most recent job title and a short description of what you do, what you have accomplished in the position, or the value that you bring.
List as many positions as you would like to highlight in your profile.
Experience should include both volunteer positions and work.
- o You can embed video, slideshows, white papers, spreadsheets, and projects, etc.… Just add them under the corresponding experience.

□ **Customize your Professional Headline**
LinkedIn will default to your current position
Edit the professional headline (under your name) to something that fits your situation, 120 characters max.
Include Industry and Location based on the industry you are interested in.

□ **Add your Skills (minimum of 5 – maximum 50)**
Your skills are a list of assets you want to highlight to potential employer/professional contact to know what you can do.
Use skills related to the job you want rather than only things you have previously done.
Skills will serve as keywords to help your profile be found for opportunities.

Over time, your connections will endorse you for these skills.

Choose things you want to be endorsed for (example, don't list "sales" if you don't want to work in sales, list "financial analysis" if that's something that will be important in your future career and if it's a skill you already have)

☐ **Add your Education**

☐ **Avoid Personal Details**
Details like marital status and birthday are not recommended on a professional profile.

☐ **Add Additional Sections**
Consider adding sections as you grow in your professional life, such as:
  Projects
  Organizations
  Certifications
  Volunteer Experience
  Honors and Awards
  Interests
  Groups

☐ **Add Advice for Contacting**
 o List the way you want potential professional contacts to reach you; telephone, e-mail, LinkedIn message, etc.

☐ **Recommendations**
 o Connect with people you have worked with (or work with now) and ask them for a professional recommendation. Remind them of your skills or activities you have done together.

☐ **Join the NoCoNet Group**
As a NoCoNet member, you can join our LinkedIn group. This group is a private/unlisted group, and you can request to join it by clicking the link below. It will take you to the "LinkedIn NoCoNet Group" hyperlink on the Social Committee page, click "LinkedIn NoCoNet Group" to ask to join.

  o http://noconet.org/?q=content/social%C2%ADmedia%C2%ADcommittee/#signUp

Please allow a few days for our volunteer to approve your request.

If you do not receive your group approval, please notify one of the committee co-chairs', they will send a message to the webmaster for follow up.

The Groups link is located in the menu bar at the top of the window, mouse over "Interests" and click on "Groups". The Groups page displays a list of the groups to which you belong and the most recent post from each.

☐ **Change Account Settings**
Once your profile is complete, change your privacy settings back to "make my public profile visible to everyone."

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