



Job Seeker's Arsenal: LinkedIn

LinkedIn Profile Checklist

LinkedIn is a great way to build and promote your professional brand, connect with others in your industry, and stay in touch with classmates, alumni, colleagues, and other professionals. It's also useful for finding a new job and keeping up with industry trends.

HEADER

☐ **Profile photo:** Upload a recent, professional-looking, and close-up photo. Wear something you might wear to a job interview in front of a non-distracting background, such as a blank wall or blurred background. It's best to refrain from selfies and cropping group pictures.

☐ **Headline:** The default heading is your most recent job title. Attract people to your page by editing your headline. Consider the following:

- What are you studying; or what is your current job function?
- What are your interests?
- What is your strongest area of expertise or achievements?

An eye-catching LinkedIn headline is best, such as, "Software Engineer | Creative Problem Solver" or "Disruptive Talent Acquisition Leader | Building an Engaged Candidate Pipeline"

☐ **Cover photo:** Showcase an image that represents you professionally your brand, and/or your professional interests. Keep it PG. You may also want to check if your company has a brand-standard LinkedIn cover photo they want employees to use.

☐ **Name pronunciation/Video cover story:** Optionally, on the LinkedIn app, you can record your name or a 30 second profile background video introduction.

ABOUT

☐ **Summary:** This is an introduction to your LinkedIn profile. In first-person, write about your current and previous education, key technical and soft skills you've developed, and career goals. The verbiage used in your profile (headline, summary, experience, etc.) helps your profile become visible to others on the platform, so be sure to include industry-specific keywords.

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EXPERIENCE

- ☐ **Add positions:** The experience you should add to your LinkedIn profile depends on where you are in your career.
 - If you are entry-level (0-5 years): Include all of your positions, even if they are different than your future goals, to highlight transferable skills.
 - If you are mid-to-senior-level (6+ years): Include experience only relevant to your past and future career goals and interests.
 - If you have a career break: Experiences outside a linear career path can make people better colleagues, thought partners, and leaders. Add these moments.
- ☐ **Descriptions:** You may want to include details about your position in paragraph or bullet-point form, similar to what you would put on your resume. Remember to pack your descriptions with industry-specific keywords to increase your profile visibility to recruiters.
- ☐ **Skills:** LinkedIn recommends adding your top 5 skills developed in each role.
- ☐ **Media:** Your experience can act as a portfolio. You may want to upload different media types like images, documents, sites, or presentations. This is especially helpful in creative fields.

EDUCATION

- ☐ **Add education:** Show off your education. Include your college or high school information, including study abroad, participation and leadership in registered student organizations, and your optional your GPA (if it is over a 3.0).
- ☐ **Media:** You may want to upload school projects or assignments if they demonstrate your knowledge and value.

SKILLS

- ☐ **Relevant keywords:** Include industry-specific keywords and phrases that recruiters in your field would search for that you are skilled at. You can find these by looking at job descriptions or using Indeed's "Find Salaries" features.
 - Simply go to Indeed.com → navigate to the "Find Salaries" tab at the top → search your job title, filtered in the United States → click "Skills" at the top.

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INTERESTS (Top Voices, Companies, Groups, Newsletters, Schools)

- ☐ Following: Follow LinkedIn pages and companies that align with your personal and professional interests.

EXTRA RECOMMENDED SECTIONS (Click [Add profile section](#) near your headline)

- ☐ Featured: The featured section goes below your About section. Use it to showcase projects and community involvement you're proud of. It's highly visible—so put your best work here!
- ☐ Licenses & certification: Add your active licenses and certifications to your profile.
- ☐ Projects: The projects tab demonstrates your skills and expertise. Similar to the featured tab, include projects that you contributed to that you're proud of, such as launching an app or website, events, webinars, efficiency processes, etc. This section appears below your education tab.
- ☐ Courses: If you're a current student or recent graduate, add relevant courses you've taken to increase your credibility.
- ☐ Volunteer experience: 81% of hiring managers consider volunteerism in a hiring decision.
- ☐ Recommendations: Request former colleagues and supervisors to add a public recommendation to your LinkedIn profile.
- ☐ Honors & awards: Add any awards you've earned, including any at school.

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About EG Workforce Solutions

We've been in this business for decades and have developed a deep network of professional connections. Whether they're companies looking for talent, job seekers looking for work, or an up-and-coming store in need of some temporary help, we know the right people to bridge the gap between the hiring and the hired.

But what's more, we get to know people. From employers hiring to candidates looking, we take the time to listen and learn. We hear your likes, talents, and needs. We gain an understanding, and with it, we're able to facilitate lasting relationships between businesses and people.



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