



bo
be social.
be smart.

Your LinkedIn Profile Checklist

General guidelines for LinkedIn

- Incorporate keywords that are relevant to your career goals in the Headline, Summary, Job Titles and Experience descriptions
- Write in the first person – use the word “I” with a more narrative story-telling style
- Use short 1-4 line paragraphs using headings and bullets for easy reading

The Must-Haves:

- **A Captivating Headline** - Use the 120 characters for a keyword-optimised tagline that tells people something relevant about what you do or want to do, e.g.:
 - a) Prefect at Lauriston Girls' School / Uniting Care Volunteer / Seeking work experience in Banking and Financial Services
 - b) Senior Student at Lauriston Girls' School / Aspiring Architect with a keen interest in contemporary Australian design
- **A Professional Photo** - Select an image that reflects the “professional” you – head and shoulders, plain background and smiling. Profiles with a photograph are 11 times more likely to be viewed. Select a background cover image that reflects your personal brand.
- **Summary** - This is the section of your profile that is most likely to be read. It is the place to tell the story of your aspirations, interests and accomplishments. Try to define what you are known for and what differentiates you from other senior students. Bring your story to life and showcase your work by uploading images, links, media articles or videos.
- **Relevant Experience** - this can be anything from leadership roles at school, internships, extra-curricular participation such as sports, music or drama, part-time jobs, volunteer work, or projects. Include descriptions with a brief paragraph about you did and upload relevant multimedia to bring the experience to life.
- **Contact** - Customise your URL to something easy to remember – www.linkedin.com/in/yourname. Consider including a suitable email address for prospective employers to contact you – firstname.lastname@emailprovider.com.au
- **Education** - List out the subjects you are studying and positions you have held at school.
- **Skills & Endorsements** - Include at least 10 skills that reflect your experience.

The Nice-to-haves:

- **Recommendations** – request recommendations from selected, appropriate connections.
- **Groups** – join relevant industry groups to listen, participate and initiate discussions.
- **Honors & Awards** – include details of specific recognition you have received.
- **Projects** – add Project details if you haven't already added to the Experience section.
- **Volunteer Experience** – describe here if you haven't added to the Experience section.
- **Companies** – follow companies (and individuals) of interest to build industry knowledge.