Careers Network
Skills Guidance Placements Employment

Loughborough University

LinkedIn Checklist

This is a two part checklist, which will provide you with guidance on:

A- Building your profile - creating and maintaining an up to date LinkedIn profile with guidance on the main sections you need to complete.

B- Getting connected – optimising the number of connections you have, who you connect with and making the best use of LinkedIn.

Building Your Profile

The Key Sections	
Photograph	
Professional and approachable.	
Clear headshot with only you in the picture.	
Smart clothing.	
No selfies or funny angles – face the camera.	
Headline	
Short one line statement (120 character limit).	
Include your degree, your unique selling point and/or what you are looking for.	
If you are a finalist, consider writing (year due to graduate) graduate of (whatever degree), e.g. 2016 English Graduate, as recruiters search for key words such as graduate rather than finalist.	
Use key words that would be of interest to potential employers within your chosen industry as employers will search for these key words.	
Location and Industry	
Enter the location in which you would like to work rather than your current/home location if different. Recruiters will also search via location on LinkedIn.	
Be specific about the industry you want to work in, e.g. "Investment Banking" as opposed to "Finance". If you are unsure, you can look at other people's profiles.	
Contact Info and URL	
Include professional twitter profiles or blogs/websites that will demonstrate your experience and professional personality.	
Avoid revealing personal details such as your address or telephone number.	
Consider creating a work specific email address or ensure your existing email address is professional.	
Make sure you customise your URL to your name rather than the default numbers and letters as it is more memorable.	
Summary	
Aim for between 100-150 words.	
Outline your career goals and areas of interest.	
Focus on your degree, including any relevant modules and/or projects.	
Include any extracurricular activities, achievements, positions of responsibility and work experience that best shows your knowledge and skills for the industry you are interested it.	
Finish your summary by stating what you would like and who you would like to be contacted by.	
Use first person as this makes the summary more personal, e.g. "I have experience in…" rather	

than "experienced in…."	
You can add links throughout your summary as evidence e.g. work you have produced, websites, articles etc.	
You can include your email address to make it easy for people who are not connected with you to contact you.	
Experience	
Include relevant paid and unpaid experience including part time work, internships, work shadowing, placements, voluntary roles and committee positions.	
Give a brief description of the **key** responsibilities and achievements you were/are involved in rather than a full job description.	
Where possible add statistics, facts and figures to show where you have added value.	
Use action words e.g. implemented, created, organised etc.	
Get recommendations where possible. These are references/comments added by a person either superior to you or worked with you in any of these roles. Ensure they are reputable.	
Courses, Volunteering, Languages	
You can add these if you have them. An optional section is "causes you care about"	
Follow the same guidelines listed under the "Experience" section above when writing about your volunteering.	
Education	
List your education including course title and full name of institution.	
List up to 6 core modules in your degree, grades and/or predicted grades. If possible list those that are most relevant/useful to the area you are interested in applying for.	
You can list skills developed as a result of your degree too.	
You can include key projects here or within the "Add Media" section.	
Include any extracurricular activities e.g. societies or committee positions under "Add Activities and Societies."	
Skills and Endorsements	
Research and include skills (start with 10) that you want to be found for, that are needed in the area you are interested in working in, as recruiters will search for these.	
Get credible sources to endorse you for your skills such as a supervisor, manager, project leader or someone who has seen you use the skill.	
Endorse people you have worked with as they are likely to endorse you in return. Ensure those who endorse you are aware of your skills.	
Recommendations	
Recommendations are like references from people you have worked with in the past.	
Ask credible (professional) sources for recommendations such as a supervisor or manager etc.	
Highlight area/s of your work that you wish to be recommended for, e.g. a certain project or task you took responsibility for and achieved positive results. This will help the person writing your recommendation to stay focused (option found under "Privacy and Settings.")	
Interests	
You can add your interests here. Avoid clichés e.g. relaxing with friends.	
Organisations	
Add any professional bodies or organisations you are a member of.	
Final Points to consider	
Is your profile as complete as it could be?	
Is your profile public?	
Is your profile up to date?	

Getting Connected

Connections	
Connect with people to grow your network. Consider connecting with: • Class mates on your course • Students on similar courses • Alumni • Graduate recruiters • Guest speakers • Mentors • University staff • Everyone where you intern/work/volunteer • Family and friends	
Connecting Etiquette	
We would recommend against inviting your whole email address book as there may be people in your address book that you may not want on your LinkedIn profile.	
Ensure you tailor your request to connect with someone by going onto their profile and pressing connect. Avoid pressing the "add contact" symbol as this will send out a generic request.	
When sending a request, include who you are, how you know the person you are wanting to connect with and why and, if appropriate, what you would like to happen next.	
If people request to connect with you that you think could be potentially beneficial to you, once you accept the request, it is good practice to send a thank you message as this may trigger dialogue.	
Groups	
Join groups that reflect your skills, experience and/or areas of interest for your career.	
Take part in discussions regularly by liking, commenting or sharing posts and asking questions.	
Groups can be found within the "Interests" tab on LinkedIn.	
Consider connecting with people within groups you join. (You are able to do this without them having to be within your immediate network of 1st and 2nd connections.)	
Companies	
Follow companies within the industry or sector that you are interested in working for.	
Regularly check the company page to keep up to date with industry and sector information.	
Pulse	
Customise your news feed to industries and subjects of interest to you.	
Like, comment and share articles to increase your presence on LinkedIn.	
Read articles regularly to develop your knowledge and awareness of industries.	
Alumni Tool	
Use the Alumni Tool (found under "My Network") to search for graduates from your degree or graduates in roles/industries you are interested in.	
When connecting with Alumni, send a tailored connection request (covered in connections above.)	

Advanced Feature	
Next to the search bar on LinkedIn, you will find the "Advanced" button. Use this function to search for potential people who would be beneficial for you to connect with. Start by using the "keywords" field to search for people who have perhaps studied your degree or are working within the sector you are interested in.	
Final Points to Consider	
- Regularly update your status with relevant work related content - Contribute to group discussions - Use the alumni tool to grow your network and develop useful contacts - Maintain relationships within your network (e.g. liking a work anniversary) - Keep your notifications on (unless you have a job and are looking for another job and don't want your current employer to know!) - Check your LinkedIn homepage as often as your Facebook newsfeed	

Further support can be found at: www.linkedin.com/help/linkedin?lang=en