

## LinkedIn Framework

Use this form to self-assess your LinkedIn profile and activity, scoring it out of 9. For each section, score 1 if you tick any point in row 1, score 2 if you meet all the criteria in row 2, and score 3 if you meet all criteria in rows 2 and 3.

**For LinkedIn profile guidelines and further resources visit**

[lboro.ac.uk/services/careers/students-and-graduates/applications/lin/](http://lboro.ac.uk/services/careers/students-and-graduates/applications/lin/)

### Content

<b>1</b>	<ul style="list-style-type: none"> <li>• No photo</li> <li>• Unprofessional photo (lacking appropriate, clear background, good lighting)</li> <li>• No or inappropriate headline, summary, experience, education, skills</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>• Professional profile photo (head and shoulders, welcoming and friendly look, with good lighting and background)</li> <li>• Relevant and appropriate banner photo</li> <li>• Headline – creative, concise and tailored</li> <li>• Summary – specific keywords, highlighting key skills and accomplishments</li> <li>• Experiences and Volunteering – all experiences included, concise, tailored, achievement focussed, including key/action words, a brief descriptor of company</li> <li>• Education – all education included and made as relevant as possible, include any professional training (licences and certifications)</li> <li>• Skills – add all relevant skills and seek endorsements</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>• Skills – add all relevant skills and seek endorsements</li> <li>• Recommendations – seek recommendations for relevant connections</li> <li>• All content is made relevant and tailored to the industry, role and organisation</li> <li>• Ensure strong profile on the Profile Strength Meter</li> <li>• Complete all sections including Interests, Accomplishments</li> <li>• Rich media – add any rich media or links to external resources which highlight experience and achievements</li> </ul>

### Writing Style

<b>1</b>	<ul style="list-style-type: none"> <li>• Poor spelling and grammar</li> <li>• Not persuasive and positive</li> <li>• Not achievement focussed</li> <li>• Not tailored</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>• Good spelling and grammar</li> <li>• Achievement focussed in experience and summary sections</li> <li>• Positive and persuasive tone</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>• All sections tailored</li> <li>• Every section is positive, persuasive and written in an achievement focussed style</li> </ul>

### Effective Use of LinkedIn

<b>1</b>	<ul style="list-style-type: none"> <li>• Not active on LinkedIn</li> <li>• Not updated when needed</li> <li>• Not used to strategically build connections</li> <li>• No interactions with connections</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>• Active user</li> <li>• Updated regularly</li> <li>• Build connections, especially industry related connections</li> <li>• Interact with connections, through likes, comments and messaging</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>• Write regular post/articles</li> <li>• Share posts and articles</li> <li>• Turn on and use advance features such as careers interest, careers advice platform</li> <li>• Gain endorsements/recommendations</li> </ul>

<b>Score out of 9</b> (Aim for a score of 7+)		Use the following <b>Action Plan</b> to note how you can develop and improve your LinkedIn profile.
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## LinkedIn Action Plan

### Notes and action points to work on

#### Content:

#### Writing Style:

#### Effective Use of LinkedIn:

When you have reviewed your LinkedIn profile using the framework, you can **book an appointment** to discuss it with the Careers Network team, who can provide feedback and support you with your next steps.  
[lboro.ac.uk/services/careers/students-and-graduates/book-appointment/](http://lboro.ac.uk/services/careers/students-and-graduates/book-appointment/)