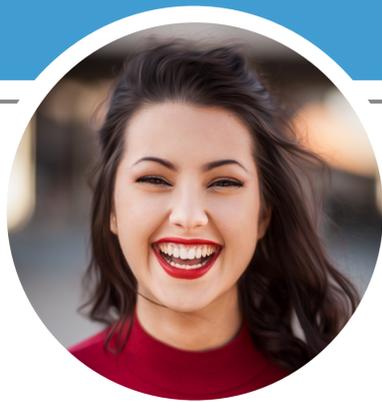


LinkedIn Profile Checklist



PHOTO

Your headshot should be clear, professional & approachable. Don't forget to smile!



Choose a cover photo that represents you

★ EDIT URL

Customize your URL & add it to your resume, email signature or business card.

linkedin.com/in/yourname



HEADLINE

Describe who you are, what you do or what you want to do in the future. Use industry key words and skills.

Name

Headline

Ottawa, Ontario, Canada



Carleton University



See contact info



See connections (126)

Message

More...

SUMMARY

Think of this as your "elevator pitch." Using first person, include a concise description of your skills, goals, motivation and achievements.

I am...

- You can use bullets to break up text & improve readability
- Keep in mind the first 3 lines are visible to viewers

Show more



EXPERIENCE

List 3+ previous and current roles & describe them in detail. This can also include volunteer work!

Experience



Position Title

Organization

20XX - Present 1 year 6 mos

Field

Highlight your skills & accomplishments using the S-A-R format:

- Situation + Action + Result



★ WRITING TIP

Use a "Past, Present & Future" structure when writing your Summary section. Let people know how to reach you.



EDUCATION

Starting with post-secondary, list all your educational experiences.

Education



Carleton University

Bachelor of [Degree], Major, Minor...

Start year-End year

- Activities and Societies:
- Awards:
- Courses:



★ ADD MEDIA

Add photos, links, presentations, articles, awards & more to your sections to make your profile stand out.



Career Services
CARLETON UNIVERSITY

@HIRECARLETON_U

CARLETONUCAREER

LinkedIn Profile Checklist



SKILLS

Showcase at least 5 skills, including technical, soft and industry-specific skills.

Skills & Endorsements

Add a new skill

- Skill 1
Endorsed by 15 of your colleagues at...
- Skill 2
- Skill 3

Show more

★ GET ENDORSED

Having several endorsements per skill sends a strong message to recruiters that you have these skills.



RECOMMENDATIONS

Ask for positive recommendations from those who know your work.

Recommendations

Ask for a recommendation

Received (3) Given (2)

Show more

★ ASK FOR A BOOST

When asking for a recommendation from a connection, send a personalized message. Aim for 3+.

ACCOMPLISHMENTS

Add your projects, courses, awards, certifications, languages, & more here.

Accomplishments

- 3 Honors & Awards
- 2 Languages
- 5 Courses

INTERESTS

Follow organizations, disciplines, and networking groups of interest to get updates on current projects and job opportunities.

Interests



See all



Need help with improving your skills? Visit **Lynda.com** with your Carleton credentials for FREE online learning courses to add to your profile.

📌 REMEMBER:

Your LinkedIn Profile is not the same as your resume, so get creative! Showcase your personality, add media content, and most importantly, let your passions come through.



Career Services
CARLETON UNIVERSITY

@HIRECARLETON_U

CARLETONUCAREER