LinkedIn Profile Checklist

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

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

NAME
Name
Headline
Ottawa, Ontario, Canada

Message More...

Carleton University
See contact info
See connections (126)

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

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

Position Title
Organization
20XX - Present 1 year 6 mos
Field

Highlight your skills & accomplishments using the S-A-R format:
• Situation + Action + Result

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

Carleton University
Bachelor of [Degree], Major, Minor...
Start year-End year

Activities and Societies:
• Awards:
• Courses:

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

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

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

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

Career Services
Carleton University

401 TORY BUILDING 613-520-6611 CAREER@CARLETON.CA
Skills & Endorsements
- Skill 1
  Endorsed by 15 of your colleagues at...
- Skill 2
- Skill 3

Show more

Recommendations
Ask for positive recommendations from those who know your work.

Recommendations
Received (3)  Given (2)

Show more

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

Accomplishments
- 3 Honors & Awards
- 2 Languages
- 5 Courses

See all

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

Interests
Shopify  Health Canada  Carleton University

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

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

ASK FOR A BOOST
When asking for a recommendation from a connection, send a personalized message. Aim for 3+.

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.