



## Profile Check List

1. Photo
2. Industry & Location
3. Skills & Expertise (3+)
4. Education
5. Current Position & Description
6. Two Previous Positions
7. Minimum 50 Connections

★ = Mandatory Section

<input type="checkbox"/> <b>Photo ★</b> <ul style="list-style-type: none"><li>• Professional looking headshot, avoid dark or busy backgrounds</li><li>• Not cropped from group shot</li></ul>
<input type="checkbox"/> <b>Headline</b> <ul style="list-style-type: none"><li>• This is a very important section and opportunity to make a strong first impression</li><li>• Add industry keywords to showcase abilities and personal brand</li></ul>
<input type="checkbox"/> <b>Industry &amp; Location ★</b> <ul style="list-style-type: none"><li>• List <i>target</i> industry and postal code</li></ul>
<input type="checkbox"/> <b>Public Profile URL</b> <ul style="list-style-type: none"><li>• Customize URL to first and last name</li><li>• Can add to e-mail signature, résumé, business card, Twitter bio</li></ul>
<input type="checkbox"/> <b>Twitter</b> <ul style="list-style-type: none"><li>• Add link if you use Twitter to share professional interests, ideas and topics</li></ul>
<input type="checkbox"/> <b>Website Link(s)</b> <ul style="list-style-type: none"><li>• Personal blog / website / e-portfolio</li><li>• Work or student group website</li></ul>
<input type="checkbox"/> <b>Summary</b> <ul style="list-style-type: none"><li>• Professional profile, can be written in first person</li><li>• Highlight relevant experiences, skills, qualifications, interests</li><li>• Use keywords related to your target industry</li><li>• Indicate career goals</li><li>• State "Specialties" - core skills and strengths</li></ul>
<input type="checkbox"/> <b>Education ★</b> <ul style="list-style-type: none"><li>• Post-secondary education</li></ul>

<input type="checkbox"/>	<b>Skills &amp; Expertise (3+) ★</b> <ul style="list-style-type: none"> <li>• Add up to 50 skills - hard and soft skills</li> <li>• Use industry keywords</li> </ul>
<input type="checkbox"/>	<b>Endorsements</b> <ul style="list-style-type: none"> <li>• Come from 1st degree connections</li> <li>• Ensure you are endorsing others to increase your endorsements and support your network</li> </ul>
<input type="checkbox"/>	<b>Current Position &amp; Description ★</b> <ul style="list-style-type: none"> <li>• This section is also another great place to use key words that would attract employers to your page</li> <li>• Highlight skills, experiences and achievements from role</li> <li>• Write accomplishment statements: <div style="text-align: center; margin: 10px 0;"> <div style="display: inline-block; border: 1px solid black; border-radius: 10px; padding: 5px 15px; margin: 0 5px;">Action Verb</div> <span style="font-size: 24px; vertical-align: middle;">+</span> <div style="display: inline-block; border: 1px solid black; border-radius: 10px; padding: 5px 15px; margin: 0 5px;">Situation</div> <span style="font-size: 24px; vertical-align: middle;">+</span> <div style="display: inline-block; border: 1px solid black; border-radius: 10px; padding: 5px 15px; margin: 0 5px;">Result</div> </div> </li> <li>• Qualify (relevant details) and quantify (#, %, \$)</li> </ul>
<input type="checkbox"/>	<b>Two Previous Positions ★</b> <ul style="list-style-type: none"> <li>• Match employment dates, titles, and details to résumé</li> <li>• Highlight skills, experiences and achievements from role</li> </ul>
<input type="checkbox"/>	<b>Volunteer Experience</b> <ul style="list-style-type: none"> <li>• Ensure you include your volunteer experience by selecting “add sections”</li> <li>• You can also add a list of causes and organizations you support</li> </ul>
<input type="checkbox"/>	<b>Minimum 50 Connections ★</b> <ul style="list-style-type: none"> <li>• Colleagues, employers, classmates</li> <li>• Contacts from volunteer, extracurricular, networking or social events</li> </ul>
<input type="checkbox"/>	<b>Recommendations</b> <ul style="list-style-type: none"> <li>• Former employers, professors, colleagues, classmates, subordinates</li> </ul>
<input type="checkbox"/>	<b>Groups (Up to 50)</b> <ul style="list-style-type: none"> <li>• Alumni, companies, professional disciplines, industries, networking groups</li> <li>• Join Ryerson CDEC LinkedIn group</li> </ul>
<input type="checkbox"/>	<b>Contact Preferences (InMail)</b>
<input type="checkbox"/>	<b>Status Updates</b> <ul style="list-style-type: none"> <li>• Update your status regularly by sharing articles, tweets, or posts of relevance to your industry to help you get noticed and stand out in your network’s news feeds</li> </ul>