

Silver Certification LinkedIn Checklist

Ensure your LinkedIn account meets the following to qualify for Silver Certification

- ☐ LinkedIn URL - Create a custom LinkedIn profile URL to make your profile more easily found (Profile > edit > public profile and URL > edit your custom URL)
- ☐ Profile Picture - It should be professional, not cropped, and the space should feature at least 50% of your face so it is clearly visible to viewers.
- ☐ Background Banner - Your background picture should reflect your interests, field of work, school, or the city where you aspire to work. You can create a custom banner using Canva LinkedIn background templates.
- ☐ Headline - Make full use of the 200 characters in the headline by adding your aspiring job title, 2-3 core skills, field of study, keywords, and a value statement when it adds value.
- ☐ About section, - Make it stand out by using Headlines that showcase your value, e.g. what drives you, or why you chose your career path, etc. Add 5-7 top skills. Include visual elements like icons to break up large blocks of text.
- ☐ Experience - Make full use of the 100 characters in the job title. Use the autofill job titles for increased recruiter visibility. List all full-time and part-time roles. For each experience, include a brief description (bullets or paragraph), highlight relevant skills, and add media when possible to showcase your work.
- ☐ Education - include skills, academic Societies, and other involvement activities you have been a part of. Add media when possible to showcase our involvement.
- ☐ Licenses & certifications - include any licenses, certifications, or volunteer experiences, including your Bronze Certification.
- ☐ Projects - add any school projects you have been involved in or personal projects that have developed your skills sets.
- ☐ Volunteering - include volunteering opportunities you have been involved in.
- ☐ Skills - Include a minimum of 20 skills relevant to your career path for increased visibility.
- ☐ Relevant courses - or project that you have been completed must be included. (Add Profile Section>Recommended>Add Course) add media, and description of courses
- ☐ You should have at least 50 connections, including alumni, peers, professionals, coworkers, friends, and others.
- ☐ Your profile must include at least one original content post made within one month.