

LINKEDIN CHECKLIST

COMPLETE THIS LIST TO EARN YOUR SILVER CERTIFICATION

☐ Custom URL

Create a custom LinkedIn URL to make your profile easier to find (Profile > Edit > Public Profile & URL > Edit Your Custom URL).

☐ Profile Picture

Use a professional, uncropped photo where your face fills at least 50% of the frame for clear visibility.

☐ Background Banner

Upload a banner that reflects your interests, field of study, or career path, a visual "Me in 30 Seconds" statement. Canva offers customizable LinkedIn banner templates.

☐ Headline

Use the full 200 characters to include keywords recruiters may search for (e.g. Aspiring Child Development Specialist | Family Engagement | Developmental Psychology | Child Development Major).

☐ About Section

Open with a strong line that showcases your value, what drives you or why you chose your career path. Include 5 to 7 top skills and use visual elements like icons to break up longer blocks of text.

☐ Experience

Use the full 100 characters in each job title, and select autofill titles for stronger recruiter visibility. List all full-time and part-time roles, add a brief description for each, and include media when possible.

☐ Education

Include relevant skills, academic societies, and other involvement, adding media where possible to showcase your engagement.

☐ Skills, Courses & Certifications

List at least 20 skills relevant to your career path. Add completed relevant courses (Profile > Recommended > Add Course) with a short description, and include any licenses or certifications you've earned, such as your Bronze Certification.

☐ Projects & Volunteering

Add school or personal projects that have helped develop your skill set, along with any volunteer experience you've been part of.

☐ Connections & Content

Build a network of at least 50 connections, including alumni, peers, professionals, coworkers, and friends, and post at least one original piece of content within the past month.

Connect with us

200 Manwaring Center
byui.edu/career
@byui_careercenter (Instagram)
BYU-Idaho Career Center (LinkedIn)

