**LinkedIn Checklist**

[www.linkedin.com](http://www.linkedin.com)

|  |  |
| --- | --- |
|  | **Steps to Build a Strong Profile** |
|  | Create an account on [LinkedIn.com](http://linkedin.com/). |
|  | Edit your URL to remove the letters and numbers that automatically come after your name.   * From your profile, click “Edit Public Profile and URL” * Click “Edit your custom URL” |
|  | Upload a [professional picture](http://www.byui.edu/alumni/alumni-linkedin-photo-booth) (not cropped).  Note: Free professional photos can be taken in MC 202 with an appointment, M – F 8 am – 5 pm. To schedule an appointment, log onto Handshake and select “View your school’s resources”. |
|  | Upload a background picture that relates to your field of interest, school, or city you would like to work in. |
|  | Create a Headline under your picture. Include 3 skills or “keywords” you have in your field that recruiters will look for. (120-character limit)  Example: Software Engineering Major | Mobile Apps | IOS | Python | Aspiring Embedded developer |
|  | Write an “About” section summary on who you are professionally, what motivates you, your knowledge of the field, etc. Add “Skills Include:” or “Specialties Include:” and list all hard skills. |
|  | Insert work experience, both part-time and full-time. Can copy and paste your bullet points from your resume or do short paragraphs. List skills you used or developed; the more skills you can list, the better. |
|  | Add 1-3 professional pictures of you at your job or other media. |
|  | Add your education at BYU-I or other colleges. You do not need to list high school. |
|  | Include relevant “Courses” you have completed that demonstrate your knowledge and skill set.  To add, click on “Add Profile Section” then click “Recommended” and “Add Course”. |
|  | Add any licenses and certifications. |
|  | Insert volunteer experience. (Can copy and paste your bullet points from your resume) |
|  | Add all “Skills” (Public speaking, Spanish, Microsoft Excel, SQL, Java, etc.). You want to repeat skills in multiple sections to move you up the search rankings. |
|  | Add “Interests” (companies and organizations of interest to you). |
|  | Add “Organizations” (Any clubs, societies, associations you are involved with). |
|  | Add “Honors & Awards” (any award in/out of school you received). |
|  | Review samples for writing professional messages to employers ([www.byui.edu/coverletters](http://www.byui.edu/coverletters)). |
|  | Review tips for conducting successful informational interviews with mentors/professionals ([www.byui.edu/knowyouraudience](http://www.byui.edu/knowyouraudience)). |
|  | Start connecting w/500+ professionals:   * Connect w/ BYUI professors, classmates, advisors, alumni, co-workers, bosses, friends, recruiters, professionals you admire, etc. * Connect w/ BYUI Career Center staff and [Super Connectors](https://www.byui.edu/career/alumni/networking/linkedin-super-connectors) * Join BYUI groups in your field |
|  | Start endorsing and recommending your connections for their skills/accomplishments. |
|  | Request endorsements and recommendations from classmates, managers, bosses, professors, or others who know your skills/accomplishments. |
|  | Download the LinkedIn app onto your smartphone. |