

LinkedIn Checklist

After creating an account at linkedin.com, follow these steps to set up your profile!

- Edit your URL to remove the letters and numbers after your name. (profile > edit public profile and URL > edit your custom URL)
- Upload a professional picture for your profile (not cropped) (Professional pictures offered at the library for a small fee!)
- Upload a background picture relating to your interests, field, school, or city you want to work in
- Create a headline that includes 3 skills or keywords for recruiters to find. (Business Marketing Major | Content Creator | Business Strategy)
- Write an "About" section - include who you are professionally, what motivates you, and add "Skills include" and list hard skills
- Insert Work Experience, both part-time and full-time. You can make bullets or short paragraphs. List skills used or developed on your job
- Add your education at BYU-I or other colleges. You don't need to list high school.
- Include relevant courses and projects you've completed. (Add Profile Section>Recommended>Add Course)
- Add any licenses, certifications, or volunteer experiences
- Add skills. It's ok to repeat skills in multiple sections
- Add interests, organizations, and honors & awards
- Post content that will showcase your value, skills, and knowledge. Post pictures of you working when appropriate
- Search for alumni, peers, professionals, coworkers, friends, etc. to connect with. Work your way up to 500+ connections
- Request endorsements and recommendations from classmates, coworkers, managers, bosses, professionals, or others who know your skills/accomplishments