



LinkedIn Profile Review Checklist

All Star Profile Elements

Having an All Star profile increases the likelihood of your profile showing up in search results when recruiters are searching for new staff. Make sure to complete each of the sections outlined below in your profile, and include keywords related to your industry of choice as much as possible. Including relevant keywords multiple times throughout your profile increases the probability that your profile will come up in a search for relevant roles. Include keywords in sections where you see the keys symbol below.

Top tip: Copy your LinkedIn profile text into www.wordle.net to see if your keywords are standing out.

Photograph		A professional photograph is vital – no holiday or wedding snaps!
Headline		Your headline is one of the few things employers can see when your profile comes up in a search. This section is automatically populated with details of your current role/studies. Take the time to tailor your headline – it should make it easy for people to quickly understand what it is that you can do/want to do.
Summary		The summary gives you the opportunity to personalise your profile and showcase what you have to offer. Aim for 2-3 short paragraphs, written in the first person, that give readers a sense of your skill set and career ambitions. Ask a friend to read it and tell you if it's communicating a clear, positive message about you.
Experience		Detail your professional experience to date. Make sure to include dates, a job title and organization name for every role. Enrich your profile by filling in details of what you did in each role, and remember to focus on achievements – tell employers about systems you implemented, projects you developed, and don't forget to mention the outcomes of what you did. Use positive action verbs, and make sure to write about current roles in the present tense, and about previous roles in the past tense.
Skills & Expertise		Select words that best describe your skill set. Your connections can then choose to endorse you for specific skills
Education		Outline your educational background, including key modules, overall grades and thesis titles, where relevant.
Connections		You need to have over 50 connections to have an All-Star profile. Always personalize your connection requests, explaining why you want to connect with the person.
Languages		List the languages that you speak, and your level of proficiency in each of those languages
Volunteering and Causes		Use this section to give details about your voluntary experience, and to highlight causes that you are interested in. Think about how these causes might be viewed by potential employers
Recommendations		Ask people you have worked with to write a recommendation of your work. Aim to have 1-2 recommendations for each role. You have control over which recommendations you want to make visible to others on your profile. If you are not sure about some elements of a person's recommendation, or there are particular strengths that you would like them to highlight, you can ask them to edit it. You can then decide whether to make the recommendation public.
Groups		Join Groups to keep up to date with industry developments, to share useful links with LinkedIn members with similar interests, to participate in discussions and to raise your profile. Your LinkedIn profile should tell a story about your professional interests, so it's a good idea to join a number of groups that tie in with the image you want to portray.
News, Companies and Influencers		Select news channels, companies and influencers of interest to follow. Information about who you follow will be displayed on your profile and provide evidence of your career interests to prospective employers
Your URL		Personalize your url to create a professional address for your profile. You can paste this onto your CV and include it in your email signature
Settings		Familiarise yourself with the range of options in the settings function