LINKEDIN PROFILE REVIEW CHECKLIST

First Impression

___ Appropriate and Professional Headshot

___ Appropriate Headline

Examples
- MBA Candidate at Chicago Booth [pursuing opportunities in...]
- Energy Finance Professional
- Tech Strategy | Early-Stage Venture Investing | Entrepreneurship

___ Summary (Your pitch/value proposition or statement of past accomplishments, strengths/skillsets, professional goals, etc.)

**LinkedIn automatically populates (the desktop, not mobile, version) your most recent work experience and preferred educational institution into the header of your profile.

**Industry does not show up on your internal profile but does show on your public profile. Include the industry that you are pursuing as recruiters search by industry.

**Location does not have to be associated with your most recent experience. Include your preferred location.

Public Profile

___ Custom Public Profile URL (www.linkedin.com/in/firstnamelastname)

**Select the sections of your profile that you would like visible in your public profile.
Background
___ Current/most recent position with a description
___ Past positions
___ Education
   ▪ The University of Chicago Booth School of Business
     MBA
     Field of Study (concentrations)
   ▪ Undergraduate Institution
     Degree
     Field of Study
___ Volunteer Experience (particularly for social impact roles)

Skills
___ Minimum of 5 skills listed in order of the strengths you want to be known for.
   **LinkedIn will seek endorsements for your top 5 skills.**

Recommendations
___ Recommendation statements from connections

Suggested Profile Enhancements
___ Accomplishments
   ▪ Publications
   ▪ Certifications
   ▪ Courses
   ▪ Projects
   ▪ Honors & Awards
   ▪ Patents
   ▪ Test Scores
   ▪ Languages
   ▪ Organizations
___ Following
   ▪ Influencers
   ▪ Companies
   ▪ Groups

Sources:
https://blog.linkedin.com/2017/february/17/-tips-for-building-a-great-linkedien-profile-career-expert
https://blog.linkedin.com/2016/08/03/5-steps-to-improve-your-linkedien-profile-in-minutes.