

LINKEDIN PROFILE CHECKLIST

Your LinkedIn profile is essentially your online CV. Employers and recruiters regularly use LinkedIn to approach and attract talented individuals. If you are looking for a new job, it's important that your LinkedIn profile is presenting you in the best light possible.

Use the following checklist to ensure your profile is standing out:

PROFESSIONAL PHOTOGRAPH

It is important that this photo is portraying the image that you want to give off. It must be a photo that you would be happy for a potential employer to see.

BACKGROUND PHOTO

Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you.

PROFILE SUMMARY

You can use this section to give a quick overview of who you are and what you do, as well as to let employers and recruiters know what opportunities you are looking for.

WORK EXPERIENCE

As you would with your CV, you can include an overview of your current role and previous positions, including details of responsibilities and achievements.

EDUCATION

This section allows you to detail qualifications you have gained through school or higher education. You can also include any activities and societies which you may have participated in.

LICENSES AND CERTIFICATIONS

If you have gained extra credentials and qualifications which are relevant to your career, you may want to list these here.

VOLUNTEERING EXPERIENCE

Here, you can include information on voluntary work you have been involved with.

ACCOMPLISHMENTS

As you would with your CV, you can include an overview of your current role and previous positions, including details of responsibilities and achievements.

OTHER SKILLS

This section allows you to add any skills that you have gained throughout your education and career. Other LinkedIn members can then endorse you for those skills, adding to your credibility.

RECOMMENDATIONS

LinkedIn allows you to request recommendations from your connections. Gaining recommendations from colleagues or clients can add to your credibility. You can also give recommendations to other LinkedIn members.

INTERESTS

Be sure to join groups which are relevant to your career and interests. This will make it easier for you to be introduced to like minded individuals and to be kept up to date.