Are you LinkedIn?

Top 7 Profile To-Do’s For LinkedIn Profiles:

1. Profile Picture
   - Do you have a profile picture?
   - Is it professional looking?
   - Is your appearance in this photo appropriate for your target industry?
   - Does it clearly show your face? (bright enough, not cropped from a group photo)
   - Does it represent your personal brand?
   - Are you smiling?

2. Summary
   - Does your summary highlight relevant experiences, skills, strengths, qualifications and achievements?
   - Does it include industry keywords?
   - Have you avoided the word unemployed?
   - Consider adding external links (i.e., personal website)

3. Target an Industry & location
   - Are you being specific on your profile when describing what you are looking for and/or willing to do? (i.e., if you live in St. John’s BUT you are moving to Toronto after graduation)
   - Did you include career-related interests and goals?

4. Connections, Skills, and Endorsements
   - Do you have a minimum of 50 connections?
   - Do you have a minimum of three skills?
   - Are any of your skills endorsed by others? If not, try endorsing others and they may return the favour!

5. Work/Volunteer Experience
   - Do you have at least one current position listed with a position description(s) included?
   - Do you have at least two previous positions and their descriptions?
   - Do your descriptions include what you accomplished? What makes you unique?
   - Do your descriptions follow the format of action word + duties of job + value created from what you did?
   - Does your information match the information on your resume?

6. Education
   - Does your profile include your post-secondary education?

7. General Tips
   - Claim your name (#1) – edit link to your name for easier searching
   - Review existing profiles to learn, gain ideas and explore
   - Keep profile up to date
   - Use a professional email address eg., MUN Email
Creating a Professional Profile and Network
(for general online profiles)

1. **What** information are you sharing on Social Media? (Photos, posts, tweets, or other statuses, “About” sections of the user profile)

2. **Who** can see it? Who might see it?

3. **Where** is your name popping up? Google your name. What do you find?

Think:
Would I want this photo/status to represent me as “Employee of the Month”?