

# LINKEDIN PROFILE CHECKLIST

## University of Arizona Graduate Center

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While the numbers are difficult to pinpoint, the data clearly tells us networking is an important strategy for landing an opportunity:

- Up to 80% of jobs are never advertised (via [Forbes](#))
- Up to 85% of all jobs are filled through networking (via [LinkedIn](#))
- Employee referrals have the highest applicant-to-hire conversion rate at ~40% (via [Undercover Recruiter](#))

One of the best social media tools for professional networking is LinkedIn. One study found LinkedIn was 277% more effective at generating leads than Facebook or Twitter (via [HubSpot](#)).

### *LinkedIn Profile Checklist*

The steps below help ensure you create an engaging and professional profile.

1. **Pictures:** Make sure your profile picture is clear, just of you dressed business casual, with a non-distracting background. It's okay to use your phone to take your picture. Also add a banner photo related to your work, university, or field.
2. **Name:** Use your real name, as it appears on your application materials.
3. **Title:** Make it something informative and tailor it to your industry or field.
4. **About:** This is your professional summary, who you are as a professional given your educational and professional experience. This section should be, at minimum, 40 words. A summary around 100 words or so is good.
5. **Featured:** This section allows you to add examples of your work. Attach your resume to this section so potential employers have access to the most succinct and tailored version of you.
6. **Experience:** Refers to professional experiences. Make sure to include details about what you did in each role you held, and tailor the details to your field or industry. Include important technical (e.g. platforms, applications, processes) and essential skills (e.g. critical thinking) where possible.
7. **Education:** Focus on degrees for this section.
8. **Licenses & Certifications:** Will need to add section (see 11) if you have credentials to add.
9. **Volunteer:** Include any volunteer experiences you have, including details about what you did for each experience. Again, tailor details to your field or industry.
10. **Skills:** At minimum, you'll want to include 5-10 skills – include a mix of technical and essential skills relevant to your field or industry.
11. Add additional sections to your profile as needed, via the “**Add profile section**” option.
12. Where possible, **include examples of your work** via uploads and URLs.
13. Personalize your LinkedIn URL so it's easier for others to find you, using the “**Edit public profile & URL**” option. Try variations of your name until you find one that is available.
14. Add your personalized LinkedIn URL to the contact information on your resume.

Once you're feeling good about your profile, reach out to others in your network (e.g. faculty advisors, peers, Career Counselor, professionals in your field) and ask them to provide a review.

