

Professional Profile Checklist

Updating your LinkedIn Profile



Professional Profile Feature	Key Elements	Key Focus
Images	<ul style="list-style-type: none"> – Professional headshot photo – Background image 	<ul style="list-style-type: none"> – Professional and consistent with personal / company brand
Privacy Settings	<ul style="list-style-type: none"> – Activity broadcasts (on/off) – What other people see when you've viewed their profile – Who can see your connections 	<ul style="list-style-type: none"> – Be consistent with your goals – Use strategically
Contact information	<ul style="list-style-type: none"> – Email – Phone number – Website & other social media (if applicable) 	<ul style="list-style-type: none"> – Email and phone are a must
Summary	<ul style="list-style-type: none"> – Maximum character limit – Includes option to share URL links and documents 	<ul style="list-style-type: none"> – Write in the first person – Tell your story – Include a call to action
Experience	<ul style="list-style-type: none"> – Role – Company – Timing – Description 	<ul style="list-style-type: none"> – Briefly explain the organization (if not well known) – Explain what you did – List 1-3 key achievements
Education	<ul style="list-style-type: none"> – Qualification – Educational Institution – Timing 	<ul style="list-style-type: none"> – Include basic information only
Projects	<ul style="list-style-type: none"> – Name of project – Timing 	<ul style="list-style-type: none"> – Be consistent with your goals
Honors & Awards	<ul style="list-style-type: none"> – Award – Organisation – Timing 	<ul style="list-style-type: none"> – Be consistent with your goals
Publications	<ul style="list-style-type: none"> – Name of publication – Author – Includes option to share URL link 	<ul style="list-style-type: none"> – Be consistent with your goals
Skills	<ul style="list-style-type: none"> – You have up to 50 skills you can add. 	<ul style="list-style-type: none"> – Use all 50 – Think 'keyword search' and list the skills as people would type them in to find you.
Recommendations	<ul style="list-style-type: none"> – Provide evidence that others value your skills and contribution. 	<ul style="list-style-type: none"> – Include at least 2 per role and request recommendations from people as senior as possible.