

LinkedIn Profile Checklist



Use the tips and examples below to enhance your LinkedIn profile. Visit go.umd.edu/linkedintips to learn about how you can use LinkedIn to connect with professionals, explore career options, and apply for positions.

PHOTO/BACKGROUND:

Select a headshot of yourself that is at least 200px by 200px where you are smiling and look approachable. Add a “background” photo that highlights your interests. A picture from campus always looks nice. [Read more.](#)

HEADLINE:

Inform your contacts of what you are seeking, what you are aspiring to achieve, or your current passion/position. [Read more.](#)

ABOUT:

Share your interests, skills, career aspirations, and other information that you think professionals/employers should know about you.

The first three lines are populated for the reader, so they need to be descriptive and compel the reader to want to click *see more*. [Review examples.](#)

EXPERIENCE:

Your profile complements your resume, so you have the space to add many skill-based bullets. List the most related skills first as only the first couple lines will be shown before the reader has to click the *see more* link.

Consider adding links to demonstrate your work. [Read more.](#)

LICENSES & CERTIFICATIONS:

List your language proficiencies and certifications (i.e. CPR, First Aid, etc.). UMD offers several certification options, like the [Peace Corps Prep Certification](#), as well as [badging opportunities](#) in Digital Tech.

[LinkedIn Learning](#) courses you complete could be added as well. Add your [language proficiencies](#).

The screenshot shows a LinkedIn profile for a student. The header includes the LinkedIn logo, a search bar, and a profile picture of a young woman. The background image is a campus building. The profile name is 'Example Name (She/Her)' with a verified badge. The headline reads: 'Student Advocate, UMD | Incoming Teach for America Corps Member | Incoming Harvard Law Student Washington DC- Baltimore Area- [Contact info](#)'. It shows '500+ connections'. The 'About' section contains two paragraphs of text. The 'Experience' section lists 'Consulting Intern / Team Lead' at 'Elemental Impact Solutions' from Feb 20XX to Aug 20XX (7 months) in Rockville, Maryland. It includes a bullet point about consulting pro-bono on an interdisciplinary team. Below the text are three small images of presentation slides. The 'Licenses & Certifications' section lists 'U21 Global Citizenship' (Common Purpose, Issued Oct 20XX, No Expiration Date) and 'Intermediate- Oral Proficiency Interview, Arabic' (American Council on the Teaching of Foreign Languages, Issued Sep 20XX, Expires Sep 20XX).

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EDUCATION:

List all of your educational experiences. Include the degree and major you are pursuing at UMD, as it is listed on your diploma, as well as other activities, minors, living learning programs, etc.

Consider adding your high school as well to make it easier to reconnect with peers.

After each institution, you have the option of listing 1,500 characters to describe your activities or honors.

VOLUNTEER:

Add all past volunteer experiences. This section displays your interests, transferable skills, as well as your penchant for community service.

Describe your experience using in-demand transferable skills like communicated, organized, developed, interacted with, etc.

SKILLS:

Select three skills to be featured. If you use the endorsement feature, consider working to secure 99+ endorsements. You also have the option to turn endorsements off and just list up to 50 skills in this section. [Read more.](#)

ACCOMPLISHMENTS:

This section includes 9 title options. Select the titles that highlight your strengths.

Consider adding your courses since the more information/keywords that are listed on your LinkedIn profile, the higher your profile will rank for views, and it will improve the search ability.



Education

University of Maryland

Bachelor of Arts, Criminology & Criminal Justice | Bachelor of Science, Economics
GPA: 3.7
20XX – 20XX

LEADERSHIP ACTIVITIES

Maryland Mock Trial Team Captain
Vintage Voices Secretary
Honors Ambassador
Banneker/Key Mentor

HONORS/ACHIEVEMENTS

Omicron Delta Kappa, Top 35% of my class
Distinguished Dean's List of Outstanding Students, 6 semesters
Banneker/Key Scholarship

Volunteer Experience

Dog Handler

Home for Good Dog Rescue
20XX – Present • 3 yrs
Worked specifically with 2 dogs who suffer from a variety of medical and health issues. Assist in feeding, medicating, cleaning, and maintaining the environment of over 30 animals. Provide service to foster families and transitioning dog owners.

Package Volunteer

Community Food Bank
20XX – Present • 1 yr 2 mo

Skills & Endorsements

Time Management

Strategic Planning

Communication

Accomplishments

4 Organizations

Campus Advocates Respond & Educate (CARE) to Stop Violence • Preventing Sexual Assault Club • Terrapin Leadership Institute • Alternative Breaks

3 Courses

Combatting Human Trafficking • Policing • Race & Crime • Analysis of Economic Development

2 Honors & Awards

20XX OMSE Academic Excellence Award • National Honor Society

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PROJECTS:

Include examples of your coursework projects or a project you completed at work.

Use a descriptive heading and emphasize the skills you used within the project. [Read more.](#)

RECOMMENDATIONS:

Ask your former supervisors, internship co-worker, etc. to write a recommendation. It provides evidence that professionals value your contributions and are willing to put their name behind yours. [Get started.](#)

GROUPS:

Joining groups can increase your reach as you are able to message all group members.

There are over 100 UMD related groups. You can also join industry related groups to meet professionals working in your field of interest! [Read more.](#)

Consider joining the UMD groups below:

- [University of Maryland College of Behavioral and Social Science](#)
- [University of Maryland, Alumni Association \(Official\)](#)
- [University of Maryland-College Park](#)

BRANDING:

Now that your content has been updated, make sure professionals can find you. Click *Edit public profile & URL*, customize your URL and *Edit Visibility*, to allow others to find your profile.

- [Tips for enhancing](#) your professional photo and enhance it with these tips
- Create a [LinkedIn Video](#) to show your experience and perspective
- [Add background](#) to your LinkedIn photo | 10 LinkedIn background photo [examples](#)

Additional Resources:

- Use [LinkedIn's Alumni tool](#) to explore career path options. View a [tutorial video](#).
- [Search tips](#) for exploring LinkedIn
- Network & Connect - Sample Wording: 10 templates for [inviting connections](#) and [informational interview questions/tips](#)

2 Projects

Promoting Digital Adoption of the UMD Mobile Application, UMD Course Project
Aug 20XX – Dec 20XX

I worked with the UMD app development team and relevant stakeholders to increase adoption of and engagement with the UMD mobile application. I assisted in researching background information, conducting interviews with peer institutions, and constructing a student-centered design thinking session to understand the problem and its causes. Collaborated with the group to provide recommendations based on the analysis.

Recommendations



Charlie A.
Manager at
Elemental
Impact Solutions

XXX is an amazing professional. The team work they displayed was so valuable as well as their ability to work independently. I also appreciated how they always offered ideas. They were always positive and willing to take on more tasks...See more

Interests

Companies **Groups** Schools



Network for Human Rights
8,500 members



University of Maryland, College Park Alumni Association (Official)
32,792 members



Amnesty International – working to protect human rights world wide
66,562 members



University of Maryland- College Park
17,852 members



University of Maryland College of Behavioral and Social Sciences
2,597 members