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.
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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.
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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