

LinkedIn Profile Checklist

CUSTOMIZE YOUR PROFILE URL: Avoid a generic link that will be difficult to include on your resume.

INCLUDE A BACKGROUND PHOTO FOR FURTHER BRANDING: If you want to brand your BCIT education, you can use a photo of BCIT. If you are seeking opportunities in environmental science, perhaps use a landscape.

MATCH YOUR PROFILE PHOTO WITH YOUR BRANDING: Use a professional photo that's appropriate for the industry you're in. It should look friendly and approachable, not like a passport photo.

MAKE THE MOST OF YOUR HEADLINE: Your LinkedIn headline is one of the most visible sections of your profile and the key to making a positive impression. Give your reader a snapshot of who you are and your personality, motivating them to read further. Identify key- words to use from your target job descriptions and use those to attract the attention of hiring managers and recruiters.

WRITE A SUMMARY THAT MOTIVATES YOUR VIEWER TO READ MORE: Make your summary jam-packed with industry keywords while letting your personality shine through for your viewers. Use descriptive words that demonstrate your abilities, subject matter expertise, and skill sets.

The screenshot shows a LinkedIn profile for Louis Rivest. The profile URL is https://www.linkedin.com/in/louisphilipperivestgiguere/. The profile includes a background photo of a desk with a laptop and a coffee cup, and a profile photo of Louis Rivest. The headline is "Chair of Computing and Academic Studies at BCIT Student Association". The profile lists two organizations: STEM Aces Education Inc. and British Columbia Institute of Technology. The highlights section shows 6 mutual connections and a note that Louis started at BCIT Student Association 6 months after the user. The about section states that Louis is the Chair of Computing and Academic Studies at the British Columbia Institute of Technology, completing a diploma in Computer Systems Technology at BCIT. The activity section shows a post from Booking.com shared by Louis. The experience section lists three roles: Digital Development Coordinator at STEM Aces Education Inc. (Jul 2019 - Present), Chair of Computing and Academic Studies at BCIT Student Association (Jun 2019 - Present), and Computer Systems Technology Student at British Columbia Institute of Technology (Sep 2018 - Present).

ADD MULTI-MEDIA ELEMENTS: Add various types of media, such as logos, videos, images and audio files that support your brand and make your viewers scroll down and stay engaged.



CHOOSE THE RIGHT SKILLS AND GET ENDORSEMENTS: Choose the right skills that add value to your overall profile and the types of roles you are seeking. Ask your connections to endorse you for those skills and keep the most relevant endorsements.



GET RECOMMENDATIONS: Recommendations from colleagues, managers, mentors, and instructors about your work, capability and character is the best kind of boost you can get on LinkedIn. Reach out to your connections and ask them to provide a recommendation.



ALIGN YOUR PROFILE DATA TO YOUR RESUME INFORMATION: In most job application scenarios, hiring managers will find your LinkedIn profile after they have reviewed your resume. It's important that your resume and LinkedIn profile are aligned with accurate information across both mediums.



SHOWCASE YOUR WORK: Use the project section to spotlight work that is pertinent to your profession. Upload applicable media, presentations, videos, and documents. Ensure your content reinforces your professional and/ or personal brand.



COMPLETE ALL SECTIONS: A comprehensive profile will improve the positioning of your profile in search results. Try your best to complete additional sections of your profile, such as skills, accomplishments, and recommendations. Have you received honors and awards? Have you joined any clubs at school or outside? Are you competent in multiple languages? These are details that could certainly make you unique and help you rise above the competition.



The screenshot shows a LinkedIn profile with the following sections:

- Education:**
 - British Columbia Institute of Technology** (2018 - 2020): Diploma, Computer Technology/Computer Systems Technology, 1. Activities and Societies: Set Representative StartUp Club Executive. Computer Systems Technology diploma, with choice of specialization in 3rd term.
 - The University of British Columbia** (2011 - 2016): Bachelor of Science - BS, Applied Animal Biology.
- Media (1):** A video thumbnail titled "BCIT CST Full-Time Diploma".
- Skills & Endorsements:**
 - Customer Service** - 4 endorsements from 2 of Louis' colleagues at Science World British Columbia.
 - Leadership** - 4 endorsements from Georgiy (Gosha) Maruzhenko and 3 connections.
 - Teamwork** - 4 endorsements from 2 of Louis' colleagues at Science World British Columbia.
- Recommendations:**
 - Received (1):** From Amy Smith, Career and Student Service Professional. Text: "I first worked with Louis as a Set Representative at BCIT to benefit from his excellent feedback and ideas on providing Career Services for Computing students' needs. Since then, Louis has taken on a larger role in student governance as the Chair of Computing, which is a formidable responsibility to ju... See more".
- Accomplishments:**
 - 4 Languages:** English, French, Japanese, Mandarin.
 - 2 Projects:** Icopico, Duet With Me.
- Interests:**
 - myBIO Community - Biotechnolo... (59,520 members)
 - Information Security Network (139,209 members)
 - Data Science, Big Data, Machine ... (30,433 members)
 - Augmented & Virtual Reality Prof... (14,802 members)
 - SAP (1,605,773 followers)
 - SAP Community (362,967 members)