LinkedIn – Checklist to Join
SHIPPENSBURG UNIVERSITY CAREER NETWORK

MECHANICS
☐ Proper grammar
☐ No misspellings
☐ Correct capitalization
☐ Consistency in verb tense
☐ Use abbreviations with caution
☐ Proper use of punctuation
☐ Appropriate (professional) email address

PHOTOGRAPH (appropriate)
☐ Professional
☐ High quality (head shot)
☐ You alone
☐ No “cute” photos (pets, children, etc.)

EDUCATION
☐ Degree, Graduation month and year
☐ Major/Minor
☐ Institution
☐ May also include:
  • GPA (if above 3.0)
  • Academic Honors/Recognitions
  • Study Abroad

TITLE (phrase that appears under name)
☐ Should be a “brand”
  • Full time student, Shippensburg University
  • Aspiring accountant
  • Geo-environmental studies student seeking an internship
  • Graduating senior seeking entry-level, management trainee opportunity

PROFESSIONAL SUMMARY
☐ Positive (Confident)
☐ Relevant
☐ Short blocks of text; easy to read

EXPERIENCE (include all relevant experiences)
☐ Internships
☐ Community Involvement/Service Learning
☐ Relevant Coursework/Projects
☐ Research
EXPANDING YOUR PROFILE

As you get more comfortable using LinkedIn, consider expanding the content of your profile.

CONNECTIONS
- Get connected with individuals registered with LinkedIn and invite others to join
  - Career Center staff
  - Faculty
  - SHIP alumni
  - Internship site supervisors
  - Current and former work managers
  - Advisors for volunteer projects and campus involvement
  - Parents and relatives
  - Classmates, colleagues and friends
- Join groups related to your major or industry (alumni groups, professional associations, etc.)
- Personalize requests to connect (avoid the standard messages provided by LinkedIn)
- Help others get connected

STATUS UPDATES
- Regularly update your status (weekly, if possible)
- Post events that you are attending
- Describe projects you’re working on or have completed
- Link to books/articles (related to your industry) that you’re reading
- Share relevant news and updates about yourself
- Keep experiences, education and other content current

DISCUSSIONS
- Read posts and discussions started by others
- Participate in discussions
- Contribute articles, books, etc. and start discussions

SPECIALTIES (UNDER SUMMARY)
- Add content to this section to complement your summary
- Use “key” or “buzz” words (words related to industries of interest)

RECOMMENDATIONS
- As for recommendations (approach individuals professionally)
  - Faculty
  - Supervisors
  - Colleagues
- Recommend others
  - Classmates
  - Colleagues

PROMOTE YOUR BRAND
- Make your LinkedIn profile public to increase exposure
- Include your LinkedIn URL in professional documents and correspondence
  - Email signature
  - Resume