Linked-In Checklist
Career, Mentoring, and Professional Development Center
Shippensburg University of Pennsylvania
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MECHANICS
☐ Proper grammar, correct capitalization
☐ No misspellings
☐ Consistency in verb tense
☐ Use abbreviations with caution
☐ Proper use of punctuation
☐ Appropriate (professional) email address

PHOTOGRAPH (appropriate)
☐ Professional
☐ 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)

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
☐ Ask for recommendations
  • Faculty
  • Supervisors
  • Colleagues
☐ Recommend others
  • Classmates and Colleagues

PROMOTE YOUR BRAND
☐ Make your LinkedIn profile public to increase exposure
☐ Include your LinkedIn URL in professional documents and correspondence
Linked-In Checklist; continued

DO:
- Try to secure at least 3 recommendations from employers or managers who can speak honestly about your current (or previous) work performance
- Connect with former and current employers, faculty, colleagues and peers
- Join relevant groups, ask questions, and participate in discussions
- Keep your profile updated and ensure that it is 100% completed
- Customize your LinkedIn URL to enhance your personal brand
- Utilize privacy settings to control the visibility of your public profile
- Make use of all the profile features and widgets
- Remain professional at all times
- Report any spam or unsolicited activity to LinkedIn
- Seek opportunities to intern and volunteer (i.e. virtual and in-person)
- Add your LinkedIn URL to your business card

DO NOT:
- Lie or falsify any information on your LinkedIn profile
- List irrelevant experience
- Solicit or accept recommendations from individuals you do not know
- Outright ask for a job
- Overwhelm connections with mass emails or messages
- List any confidential information such as your address, birthday, or phone number
- Use fake pictures or cartoons in place of a professional picture in your profile
- Attend LinkedIn networking events alone
- Use derogatory language in any instance