

LinkedIn Rubric

<input type="checkbox"/> Professional photo (10 pts)	<input type="checkbox"/> Featured (10 pts)
<input type="checkbox"/> Background photo (5 pts)	<input type="checkbox"/> Activity (2 pts)
<input type="checkbox"/> OpenToWork (optional)	<input type="checkbox"/> Experience (15 pts)
<input type="checkbox"/> Headline w/message (10 pts)	<input type="checkbox"/> Education (5 pts)
<input type="checkbox"/> Location (2 pts)	<input type="checkbox"/> Licenses & Certifications (5 pts)
<input type="checkbox"/> Education (AS, BS, MS degree still at top of LinkedIn profile (5 pts)	<input type="checkbox"/> Volunteer & Skills (2 pts)
<input type="checkbox"/> Contact info (did you include your email) (5 pts)	<input type="checkbox"/> Skills & Endorsements (most relevant first) (5 pts)
<input type="checkbox"/> About (10 pts)	<input type="checkbox"/> Recommendations (2 pts)
<input type="checkbox"/> Email (within 3 lines of about) (5 pts)	<input type="checkbox"/> Interests (2 pts)

Score (100 out of 100)

LinkedIn ReadMe - “The most COMPLETE LinkedIn Profile”

Checklist Descriptions:

1. Professional Photo

Use a clean headshot with a plain, distraction-free background (e.g., a wall). Business casual attire is ideal. A smartphone works well for capturing a sharp, professional image.

2. Background Photo

Replace LinkedIn’s default blue background with an image that represents your personal or professional brand.

3. #OpenToWork

Adjust this setting in your profile preferences with options to:

- Share with all LinkedIn members (adds the #OpenToWork photo frame).
- Specify job titles and multiple career fields.

4. Headline with Skills

Clearly indicate the job you’re seeking (e.g., *Front-End Developer*). Use this space to highlight

relevant skills, such as *[JavaScript, SQL, React]*.

5. **Location**

Simplify your location to something universally recognizable, e.g., "New York, NY" instead of niche areas like "Hell's Kitchen."

6. **Education**

If you've earned a degree, place it prominently at the top of your profile.

7. **Contact Information**

Include your email address and any relevant personal websites or portfolios.

8. **About Section**

- Craft a compelling introduction highlighting your professional brand, core skills, accomplishments, and interests.
- Add screenshots, links, or other visuals for a rich, engaging "About" section.
- Include your email within the first three lines for easy recruiter access.

9. **Featured Section**

Showcase your work:

- Upload school or group projects, articles, photos, or presentations.
- Provide links to your GitHub repositories or portfolio site.

10. **Activity Section**

Share and engage with tech-related posts to demonstrate your passion for the field.

11. **Experience**

- Add Non-tech work here (Barista, Messenger, Copy Clerk, Retail Associate)
 - i. Upgrade responsibilities to impact statements, including quantity and quantifying where appropriate
- Highlight your projects as professional experience:
 - i. Link to GitHub for each project to showcase your work.

12. **Licenses & Certifications**

Add certifications from platforms like LinkedIn Learning, Coursera, or Google (e.g., *Google Analytics*).

13. **Volunteer Experience**

Highlight any community engagement, such as events, non-profits, or even small roles that reflect your interests.

14. **Skills & Endorsements**

List your most relevant skills and "pin" the top three to appear at the top.

15. **Recommendations**

Request and provide recommendations. Even non-technical endorsements (e.g., teamwork or leadership) add credibility.

16. **Accomplishments**

Use this section to include:

- Projects (capstone or personal).
- Awards or honors.
- Publications or relevant organizations.