



LinkedIn Profile Checklist

The basics to get your LinkedIn profile started

BASIC CHECKLIST:

Refer to the [Setting Up Your LinkedIn Profile slides](#) for details, examples, and visuals

At minimum, include Contact information, profile picture, background picture, headline, about section (Summary), experience section, and skills section. Use the checklist below for section specific tips and best practices to ensure your LinkedIn profile is reaching its full potential.

Contact Information:

You can share as much or as little as you want publicly, however you need an email when you sign up for a profile and will serve as a part of your contact information.

- Include contact information you're okay with sharing to the public
Tip: Consider NOT including your phone number or specific address for privacy and safety
- Contact information includes an email that's checked regularly, will have ongoing access of, and is "professional"
Tip: Some folks will use the contact information you've listed (if public) and contact you via email. It's important to NOT use a school email since those tend to expire when you graduate.

Profile Picture:

*A good profile picture increases the likelihood of someone standing out. Members with profile pictures on LinkedIn can get up to **21x more** profile views than other members without a photo.*

- Choose a photo that looks like you
- Use a high-resolution image
Tip: Avoid blurry, grainy, or pixelated pictures; try to have good natural lighting
- Your face should take up at least 60% of the frame
- Be the only person in the picture
- Get someone to take a picture of you
- Consider your facial expression
Fun Fact: Smiling leads to more views of your profile
- Keep the background neutral and not too distracting
- Wear what you think you'd wear to work + consider your industry (business casual is the safest bet)
Tip: Check out [this resource](#) to learn more about what you could wear and the impression you may be making

Background Picture:

Your profile background photo gives you a chance to further personalize your profile and give onlookers a sense of your personal brand!

- Keep it professional – remember your future boss might see this
- Consider picture quality
Tip: Avoid blurry, grainy, or pixelated pictures
- LinkedIn formatting requirements: JPG or PNG file; less than 8MB, recommend photo size: 1584 (w) x 396 (h) pixels

Headline:

There are many ways to write your headline, however it's important to keep in mind that it is a part of your first impression – it's the first thing recruiters and potential employers will see. For more ideas and details, click [here](#).

- Headline added, and includes at minimum, job title / aspiring job title

About:

The "About" section is like a professional summary. It's one of the first things a recruiter will read when they look at your profile. For more details and examples, [here](#)

- Usually written in first person to make it feel more personal
- More than re-hashing your experiences
- At minimum, includes your elevator pitch

Education:

The education section of your profile indicates what school(s) you've attended. One of the great networking benefits of listing your current school/alma mater, is that other fellow alumni may be more eager to connect and./or check your profile.

- Simply search the school(s) you've attended, and add them
- Add your degree (e.g. Bachelor of Science, Bachelor of Arts, Master of ***, Associate of Arts, etc.)
- [Optional] Start and end date are optional, there are varying perspectives on whether or not to add it.
- [Optional] Add activities and societies – these are like clubs, extra curriculums, etc.
- [Optional] You can also add a description, where you can add your minors, more information about your specialization or area of study, etc.
- [Optional] There's also a space to add Skills and Media

NOTE: You do not need to add your high school, but you are welcome to

Experience:

*The goal of the experience section is to show evidence of your career journey and growth, similar to the experience section of your resume, **and** it's a chance to expand on your career journey beyond your resume. For details on how to craft our experience section strategically with examples, check out [this article](#).*

- Stay consistent – if you use paragraph form to write your experience section, stick to that throughout; if you use bullet points, use bullet points throughout
- Link the correct companies for each experience; if self-employed, just type in "Self-Employed" into the company name field
- Use active, outcome-oriented language --
"Accomplished [x] as measured by [Y] by doing [Z]. (Action Verbs)
- Assign skills to your experiences (Skills listed in the skills section can be assigned to specific experiences)
- Add media to experiences where relevant (e.g. a blog post you wrote during an internship, a flyer you created for a club event, etc.)

Skills:

*A LinkedIn profile's have a "Skills" section that you can add up to 50 skills to, to showcase your specific hard and soft skills. LinkedIn is first and foremost a search engine, so including the skills and keywords most relevant to your industry can increase your chances of showing up in a recruiter's search result. **Reminder:** [Hard skills vs Soft skills: What's the Difference?](#) For more details on the importance of the Skills section, click [here](#).*

- Add skills that you actually have
- Don't list too many skills! List the ones that are most strategic for recruiters to know about
- Be strategic with the order of the first 3 skills – these are visible on your profile and should be your top 3 / most relevant skills
- List at least 5 skills on your profile
- [Optional, but a value add] Demonstrate your skills with the "Skill Assessment"

LinkedIn Profile Anatomy

Anatomy of a Basic LinkedIn Profile

Profile Picture



Name

Snoop Dogg (He/Him) - 3rd
 CEO - Death Row Records | Founder - Snoopadelic Pictures | Founder - Doggy Style Records |

Headline (your position, tag line, industry specific key words)

Talks about #business, #marketing, #technology, #entrepreneurship, and #artificialintelligence

Los Angeles Metropolitan Area [Contact info](#)

<https://snoopdogg.com/>

160,796 followers

Followed by Bryan Passman, Ishika Prashar, and 8 others

[Message](#) [Following](#) [More](#)

Background Photo

SNOOP DOGG



Summary

About
 An Entertainment Industry Mogul, Snoop Dogg has reinvented for nearly three decades as an unparalleled force who has raised the bar as a globally recognized innovator. Snoop Dogg is an American rapper, singer, songwriter, actor, record producer, DJ, media personality, businessman and icon. In addition to his extensive work in music, Snoop Dogg is a total entrepreneur with endeavors in Web 3.0, tech, entertainment, lifestyle, global consumer brands, food/beverage. [See more](#)

Work Experience

Experience
Chief Executive Officer
 Death Row Records - Self-employed
 2022 - Present, 2 yrs 1 mo
 Los Angeles, California, United States
 Death Row Records was a prominent American record label. The label quickly became a driving force in the West Coast hip-hop scene, producing multi-platinum albums by acts such as Dr. Dre, Snoop Dogg, and T. [See more](#)
 Skills: Music Production - Music Industry - Music

Education

Education
 Long Beach Polytechnic High
 1922 - 1929

Hard and Soft Skills

Skills

Hip-Hop
 Endorsed by 2 people in the last 6 months

Music Production
 Endorsed by 2 people in the last 6 months

Honors & Awards (e.g. scholarships, academic awards, community awards, etc.)

Honors & awards

Hollywood Walk of Fame Star
 Awarded by Hollywood Chamber of Commerce
 All contributions to the music industry

BET Hip Hop Award
 Awarded by Black Entertainment Television (BET) - Jan 2016
 Awarded 1 time Hip-Hop Award

Interests

Companies
 Microsoft
[Follow](#)

Interests (companies, people, schools, groups, newsletters, etc.)