

LinkedIn Checklist

Before you start editing, switch off 'notify network of profile changes' (go to Settings & Privacy - "How others see your LinkedIn" activity). Switch back when ready.

1) Picture and Background



- Dresscode: Business-Style
- Neutral Background
- Show your face well, looking into the camera with a smile

For the background picture (banner), even your favorite color is better than the standard one. If you want to create one, there are plenty of applications like canva.com.

2) Title



Recruiter use keywords, when they search for profiles. A tip to find the most important keywords for a position, is: copy and paste the text of a job advertisement into a wordcloud (like tagcrowd.com) and see which words are used the most frequently.



3) Contact info and personal info



- Enter your general contact details here.
- Contact details, minimum is a (professional) email address.
- Check in your settings if your email address is displayed to other LinkedIn users.
- Personalize your URL (without code).

4) Show that you are open for new opportunities

You choose it to be visible for recruiters or for everyone.

5) Summary

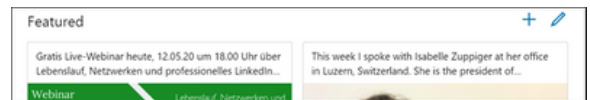


- Your "60-second commercial" or your "elevator speech".
I am ... with interest/experience in... (your USP, your why).
- Mention your study and by when you are looking for what kind of job (add it now or later if you wish).
- Make it easy for people to reach you (e.g. add email address).
- Separately list 'Specialties', and sum up keywords again.
- You can also add media like infographics, photos, videos etc.



"Profiles with a picture are 7 times more likely to be read."

6) Add the 'Featured' section and highlight your posts



7) Experience

- With a current position, you are higher ranked in searches.
- For students: Add a part-time, summer- job or internship.
- Short description under each experience (details go in your CV) with keywords.
- Add media if available and relevant.

The more complete your profile is, the higher you end in the search results of the Recruiter.



8) More Profile Sections (see top, next to picture)

- **Education:** Write specialization during studies, notes (optional), student engagement.
- **Volunteer experience:** List unpaid extracurricular / volunteer activities.
- At least 5 **skills** and get endorsements. LinkedIn proposes jobs based on your skills.
- **Recommendations:** emphasize your credibility – often have to request them yourself!
- **Accomplishments:** here you can add languages, courses, projects, etc.

9) Interests: Companies, Groups and People

- Show **companies** that you are interested and receive jobs in your newsfeed.
- Find **Alumni** on the Profile of the University of St. Gallen.
- Connect with **groups** in your desired profession. Send messages to group members.
- Use advanced search to find **people**. Visit profiles and follow them (under 'More'). They are likely to look back on your profile.

