

LinkedIn & Handshake Checklist

LINKEDIN PROFILES

What is LinkedIn?

- LinkedIn is the largest online platform for professionals. With 700+ million users it can be a great tool to connect with others in your industry of interest and find new work opportunities.
- Creating an impressive profile can help you to stand out to potential hiring managers and recruiters.

LinkedIn Profile Checklist:

- Have a clear headshot that features a genuine smile and appropriate attire for your desired role.
- Have a Headline that's professional, accurate, and/or aspirational.
- Include a profile summary that reflects who you are as a professional, what you do, what you're skilled in, and what you're looking for. Include appropriate keywords for your industry of interest.
- Complete your Education, Projects, Skills, and Coursework sections.
- Complete your Experience, Organizations, Volunteer, and Honors sections (if applicable).
- Be sure experience descriptions are consistently formatted and free of grammatical errors.
- Ask for at least 1 recommendation from a supervisor, professor, mentor, or colleague.
- Customize your profile URL so it is professional and easy to find.
- Follow companies you're interested in and join professional groups within your network.

HANDSHAKE PROFILES

What is Handshake?

- Handshake is an online platform that connects college students with employers seeking early talent.
- Recruiters are 5x more likely to reach out to you if your profile is complete. Handshake will also give you personalized job recommendations based on the information you provide in your profile.

Handshake Profile Checklist:

- Have a profile picture that allows viewers to see your face. Keep your profile picture updated.
- Be sure Education section is accurate and up to date.
- Complete a "My journey" summary that reflects who you are and the skills you're developing.
- Complete the Job Interests section with your desired job types, cities, and roles.
- Make Experience descriptions that detailed, consistently formatted, and free of grammatical errors.
- Set Profile to public to employers, students, and alumni.
- Save jobs and follow companies that interest you.

ADDITIONAL RESOURCES

- [LinkedIn's Student Profile Checklist](#)
- [The 3 Must-Haves on Your Handshake Profile](#)
- [The 10-Day Handshake Profile Challenge](#)
- [Step Up Your Handshake Profile With Our Easy Weekly Challenge](#)