



LinkedIn Profile Checklist

Whether you're just starting your first LinkedIn profile or looking to elevate your professional presence, this worksheet has tips and strategies on how to craft your profile and make a strong first impression.



Profile and Banner Photo

A simple photo taken with your cellphone and a genuine smile, head-and-shoulders framing, industry appropriate attire, and a clean background is perfectly fine for LinkedIn. For your LinkedIn banner, you can pick something that speaks to your field of interest.



Organizations

Mention any involvement you have outside of classes, such as groups within or beyond school. You can also include professional or community organizations.



Headline

The headline is your professional identity. Be sure to include your major and current school. If you have a career or a future role in mind, you can include something such as 'Aspiring Product Designer' or 'Future Accountant.' For location put where you want to be next, if searching for career positions.



Experience

Include part-time jobs, internships, research, or campus role. Use bullet points or a brief paragraph to highlight responsibilities and impact. Aim for 1-5 bullets per role and include keywords from previous jobs. Add visuals if relevant.



About Section

Introduce yourself in the first person, and mention your academic situation, career goals, preferred roles and locations, and what motivates you. Highlight key accomplishments using job-specific keywords. Optional 1-2 sentences on something personable about you or your story.



Volunteer Experience

Feel free to include where you have done service hours or worked on causes. Volunteer experience is just as valuable as paid work.



Education

Include California Polytechnic State University-San Luis Obispo, dates attended, degree(s) seeking or earned; include degrees from other institutions and study abroad.



Skills

Highlight any key skills that are important for your industry. You can also include certifications and trainings.



Projects

Demonstrate your 'Learn By Doing' experience. Whether it's a school, club, or personal project, talk about what you did and how you did it. You can also include pictures or videos

Additional Sections



You can include recommendations from people who have worked with you, courses relevant to your field, and any honors or awards received.

Final Recommendations

- Customize your LinkedIn URL
- Increase your networking potential by making your profile public
- Check your profile for spelling and grammar
- Aim for 500 connections to make the most out of networking
- Follow companies you are interested in
- Join groups that fit the industry or jobs you want to pursue
- Consider turning on the 'Open to Work' signal when seeking career positions
- Search for people who already have the job you want and see what they have to generate your own ideas
- Do informational interviews with people who align with your career pathway

Security Tips

- Avoid putting identifiable information on your profile, such as home address and phone number
- Be cautious about accepting invites from people outside of your network
- Don't post or share sensitive information pertaining to you

Explore the Cal Poly alumni page and see examples of student profiles



About Section Examples

Example 1	Example 2
I am a freshman at California Polytechnic State University, San Luis Obispo in Business Administration, hoping to concentrate in management and human resources. As a first-generation student, I want to use my degree to break generational chains and use my knowledge to uplift others—creating jobs, mentoring young entrepreneurs, and contributing to economic growth in underrepresented areas. I am passionate in the performing arts such as acting, singing and dancing. I also love working with kids and using my gentle and nurturing nature to take care of the youth.	As an Industrial Engineering student with hands-on internship experience across multiple companies, I am passionate about developing human-centered products that are both elegant and functional. My collaboration with my teammates has equipped me with a strong foundation in human-centered design, prototyping, and effective communication, and I'm eager to apply these skills to real-world challenges in the consumer product space. I'm especially excited about creating solutions that genuinely improve users' everyday experiences.