



# LinkedIn Profile Guide

The LinkedIn Profile you choose to submit at Stage 2 of the award process will be given a general review to ensure that you have covered the key things employers will be looking for when they first visit your page.

Should you require any guidance on your LinkedIn profile for this or any other purpose, you can refer to our [LinkedIn guide in the guides section](#) of our website, [ask us a question via My Career Hub](#), attend one of our [CV workshops](#) or contact your Faculty Careers Team.

## Criteria

Your LinkedIn profile will be assessed on the following, and you should ensure you update your profile to meet this criteria before submitting:

- You have included a photograph, which creates a professional impression.
  - You have included an appropriate headline briefly explaining what you do and why an employer should view your profile.
  - You have made at least 50 connections such as work colleagues, previous employers and classmates.
  - You have created a personalised URL to your profile.
  - You have completed the summary section outlining career goals, interests and relevant experience. This should be no more than 150 words.
- You have included your work history, including volunteering, with the most recent listed first.
  - You have provided a description for each role including your responsibilities. Key achievements should also be included where applicable.
  - You have selected at least eight skills in the 'top skills' section.
  - You have completed your qualification history listing your most recent qualification first, including full course title and details of key modules.
  - You are following at least three companies of interest.
  - There are no typos or spelling mistakes.
  - Your English and grammar is of a good standard (asking friends or family to check it for you is a good idea).

**LinkedIn is the largest professional networking site with over 500 million users worldwide!**