Maximize your profile – checklist

1. **Photo:** Use a professional, high-res headshot

2. **Company/Industry:** Ensure you have the correct company/industry

3. **Connections:** Build your network with classmates, current and former employers

4. **Title & Headline:** Create eye-catching title that translates externally (no acronyms!)

5. **Summary:** Showcase the sum of your experience, specialty skills, goals and/or aspirations and your personal brand

6. **Experience:** Write a robust description for each position held (3-5 sentences); capture size and scope

7. **Websites/Media:** Promote any blogs or websites you have made for class, work, or fun

8. **Groups:** Join groups related to your specific area of business and background

**Update your LinkedIn profile on a monthly basis.**