

Your LinkedIn page should tell your professional story. As you go through the checklist below, keep that goal in mind and continue to ask yourself, by adding this information, what story am I telling?

LinkedIn Checklist

- Turn off profile editing notifications
- Adjust privacy settings
- Customize URL
- Add profile picture
- Specify career goals and related keywords
- Write headline using keywords
- Write summary highlighting accomplishments, skills, and career goals
- Fill in profile information
 - Experience: reverse-chronological order
 - ✓: Do include any relevant experience, such as postdoc, grad school research, technician, teaching undergrad research, etc.
 - ✓: Link each position to university/company to find co-workers
 - ✓: Add **brief** description of project, include the skills learned
 - ✓: Mention any grants/awards you received
 - ✗: Don't include non-relevant positions (e.g. job at Dairy Queen in highschool)
 - ✗: Don't write paragraphs of text
 - Education: reverse-chronological order
 - ✓: Link to university
 - ✓: List your undergrad and PhD school here, even if you included in experience section
 - ✓: List academic awards, Dean's list, etc.
 - ✓: List **relevant** extracurricular activities (e.g. leadership positions)
 - ✗: Don't include your high school, middle school, etc.
 - ✗: Don't include your entire transcript
 - ✗: Don't include grades
 - Honors and awards: highlight relevant grants/awards
 - ✓: Include grants you have been awarded
 - ✓: Include honors and awards given at conferences (including local conferences)
 - Publications
 - ✓: Link co-authors
 - ✓: Link to journal's website or PMC
 - ✗: Don't copy and paste abstract
 - Relevant volunteer experience
- Add/review endorsements
- Request/review recommendations
- Follow or join groups, companies, and industry leaders