



Assessment Rubric for LinkedIn Profiles

Student Name:

Goal	Develop a solid profile to assist with job search and future networking
Required Tasks/Elements	<ul style="list-style-type: none"> ● Create a LinkedIn Profile with professional photo ● Connect with 5 professional contacts ● Join 3 professional groups ● Follow 3 companies that could be potential employers ● Add skills
Assessment	<input type="checkbox"/> Exceeds requirements <input type="checkbox"/> Meets requirements <input type="checkbox"/> Needs improvement

Detailed Profile Review

LinkedIn Profile Elements	Comments and Suggestions
Headline, Location, Industry, Photo <i>Headline should be memorable blurb about you in professional context</i>	
Summary <i>Provide concise, confident description of qualifications, goals, and background</i>	

<p>Experience <i>Use resume to build this section, include most jobs, internships, volunteer experience, co-ops, etc.</i></p>	
<p>Skills & Expertise <i>List your professional skills; your connections also have the opportunity to endorse you for various skills</i></p>	
<p>Education <i>Specify anticipated degree, major, and minor (if applicable), GPA if 3.0 or above</i></p>	
<p>Interests <i>Consider adding interests that align with those you may have placed on your resume</i></p>	
<p>Recommendations <i>Recommendations you have written and those that have been written about you appear here</i></p>	
<p>Connections <i>Connect only with individuals whom you know well</i></p>	
<p>Groups <i>Join Groups as indicated earlier</i></p>	
<p>Following <i>Follow others/organizations as indicated earlier</i></p>	