LinkedIn Profile Rubric

	BEGINNER	INTERMEDIATE	ADVANCED
GENERAL TIPS	o Personalize the default LinkedIn URL to include full name o Edit Privacy Settings to personal preferences – make as public as possible		
PHOTO	o No picture	o Cropped photo from personal life or "selfie"	o Professional-quality photo o Friendly / approachable appearance o Industry-appropriate professional attire

HEADLINE	o "Student at Bryn Mawr College"	o Expanded "Student at BMC" headline	o Engaging headline (120 characters or less)
			   o Reflects personal brand
			   o Summarizes goals
			   o Catches attention
			   o Entices reader to read further

SUMMARY	o No or little summary provided	o Limited summary
		o Does not express interest or tie in past experience(s)
			o Summary briefly
			   o Describes previous related experience or connects background, skill sets, and interests
			   o Conveys direction / ambition / passion
			   o Spells out goals or accomplishments
			   o Uses professional but person "voice"
			   o Contains keywords relevant to industry
			o Place at beginning of profile

EXPERIENCE	o No or very little descriptions for positions	o Descriptions lack detail, are unclear, and/or do not include accomplishments o No typos	o Full and detailed experiences from resume o Descriptions encapsulate skills, duties, and accomplishments at each job or activity
RECOMMENDATIONS	o No recommendations	o 1-2 recommendations o Recommendations from colleagues and classmates	o 3+ recommendations listed o Recommendation for each job listed o Recommendations from former managers or current supervisors, advisors o Coach recommenders to share specific skills or projects highlighted

APPLICATIONS	o No applications used	o 1-2 applications used	o Relevant applications used to showcase work and/or interests
			   o Relevant Courses (higher level)
			   o Honors & Awards
			   o Organizations, Volunteer Experience & Causes
			   o Projects (upload relevant images/work/materials)
			   o Languages

SKILLS & EXPERTISE	o No Skills & Expertise listed	o 5-10 Skills & Expertise listed	o 10+ Skills & Expertise listed (up to 50 are permitted)

		o Skills & Expertise are not endorsed	o Be specific; use industry jargon or clinical terms when relevant o Skills & Expertise are endorsed by others o Endorse others for their Skills & Expertise
EDUCATION	o No information about education is provided	o School(s) listed	o Full education history provided including institution(s), dates, degree(s), majors, minors, and any study abroad o Thesis title and description included
ADDITIONAL INFO	o No interests listed o No contact info provided	o Interests are generic o Contact info is listed, but no other info is provided	o Several interests are listed and reveal personality o Advice for Contacting specifies contact info and circumstances for contact o Specific details are provided about interested opportunities and availability
CONNECTIONS	o Little to no connections	o Approximately 50 connections	o 100+ connections o Peers, alumnae/i, relatives, friends of your family, teammates, neighbors, professors, present and past supervisors, mentors, current and former colleagues, coaches, clergy, etc.

GROUPS	o No group membership	o Member of Bryn Mawr Group – "Bryn Mawr College Alumnae/i & Students"
		   o Sent networking messages to 1-3 BMC Alumnae
		o Member of groups relevant to industry and interests
			o Member of Bryn Mawr Group – "Bryn Mawr College Alumnae/i & Students"
			   o Sent networking messages to 3+ BMC alumnae
			o Member of relevant groups
			   o Industry related, skills-based, other BMC groups
			o Engages in group discussions, posts content, etc.

COMPANIES	o Not following any companies	o Follows a few companies in industry	o Follows several companies in industry o Follows potential employers
OVERALL COMPLETENESS OF PROFILE	o Profile has incorrect info, typos, or is out of date and few connections	o Profile provides some info, but does not provide an accurate portrait of student's direction, interests, or experience. Some effort has been made to obtain more connections. May or may not have endorsements or recommendations	o Profile demonstrates a depth of understanding by providing completeness in all relevant fields. Many connections have been made; these connections provide endorsements for Skills & Expertise and recommendations

Visit the Career & Civic Engagement Center for help developing your LinkedIn profile or conducting outreach to alumnae/i and contacts:

https://www.brynmawr.edu/career-civic/career-planning/appointments   https://www.brynmawr.edu/career-civic/networking

Adapted from Boston College Career Services LinkedIn resource