



LINKEDIN PROFILE CHECKLIST

FOR INTERNATIONAL STUDENTS

Overseas Students Australia

LinkedIn Profile Checklist

BACKGROUND IMAGE

You can customise the background image of your profile. Upload an image to create your personal brand. The size of this image is 1400 x 425 pixels and should be a .jpg, .gif or .png file.

PROFILE PHOTO

Your headshot needs to look professional and neat. Don't upload a blurry picture. Make sure to upload your picture as it increase the chances of your profile to be viewed by the recruiter. White or light backgrounds are highly recommended for the profile photos.

HEADLINE

LinkedIn gives you a chance to include a 120-character headline which explains about yourself and your personality. This can be a great sales pitch for your profile to a prospective employer to read further and call you for that interview. Make sure to include keywords.

SUMMARY

You have 2000-character space to include summary of your work history. Use this area to highlight your career achievements and skills you possess. As employers are keen to learn more about you, use this to showcase yourself as action driven individuals.

EXPERIENCE

Include the details of your work experience and make sure to write all your previous work experience in this section. If you don't have much experience than use some volunteer experience and projects that you have worked in university.

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EDUCATION

Details all your educational qualifications including any certificates, diplomas and degrees. If you are a recent graduate or still studying then you should also include information of any clubs, groups or committee you are/were members of as well.

SKILLS & ENDORSEMENTS

List all the skills and the areas of expertise including languages you know in this section. Make sure to include only relevant skills that you think will help in your professional career. Also, getting endorsements from your connections will help to improve your profile.

RECOMMENDATIONS

Recommendations are great way of building credibility and getting ahead of others in the job race. Basically, it acts as a reference letter for the employers. For students, it is ideal to ask recommendations from your lecturers and peers from the project's at university.

ACCOMPLISHMENTS

Have you received an award at your university? Put down your recent awards, projects and courses you have done. It is a good idea to include any online courses, webinars and other events also that you attended to demonstrate you professional development in this section.

INTERESTS

Add you personal interests and hobbies in this section. Add interests that display personality and that take advantage of its search engine optimisation potential. You can use this section to optimise your profile for specific keywords.



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