

LinkedIn Checklist

If you only use one form of social media in your job hunt, LinkedIn should be it. Head on over to [linkedin.com](http://linkedin.com), get yourself a free account and follow our checklist to create a winning profile.

# General

* Reviewed profiles of several people in target job for idea about language, style and content (you can set your browsing to “anonymous” for this if you’d prefer)
* Written in first person (I/me) and in a conversational tone
* Nothing in profile that wouldn’t be said in a workplace
* Profile is 100% complete (you can see this as ‘Profile Strength’ in your profile)
* Have proofread profile… twice
* Have had someone else read over my profile and asked them what they thought my top skills were (If these don’t match what you’re aiming for, you need to rewrite!)

# Settings

* Broadcast activity turned off before making profile changes
* Public profile url has been personalised
* Broadcast activity turned on and anonymous browsing turned off (if you’ve been using it) once profile is complete, you want people to see you!

# Photo & Header

* Photo taken in professional setting (no social snaps, holiday photos etc)
* Photo is well lit, front facing head shot
* Header outlines the job you’re looking to move into (current role is fine if relevant)
* Industry/Job specific keywords identified and used within header
* Current location is accurate
* Industry reflects where you’re reskilling into

# Summary

* Gives concise overview of previous industry, motivation for change and about reskilling (including what roles hoping to move in to)
* Has a minimum of 3-5 sentences
* 5 key strengths for suitability to pharma/med device identified and highlighted
* Industry/Job specific keywords identified and used within summary

# Experience

* Industry/Job specific keywords identified and used within experience section
* All relevant jobs listed
* All entries include details such as responsibilities, achievements and skills gained (with a focus on things that would appeal to pharma/med device recruiter)
* Web links given to any projects or achievements visible on web
* Have asked at least 5 people for recommendations and let them know the type of roles looking to apply for so they can tailor the recommendation

# Skills & Endorsements

* Added skills that are relevant, emphasis on those helpful to the new role trying to achieve
* Endorsed each connection for at least one skill
* Asked for skills endorsements
* Have reordered skills so the most relevant ones are at the top of the list

# Recommendations

* When approaching for recommendations, discussed the aspects of previous job that would be useful to highlight
* At least one recommendation per role
* Every recommendation mentions at least one transferrable skill that is useful in pharma/med device roles

# Education

* All relevant education is listed giving institution, years of attendance and course details
* Reskilling course listed - description added to explain about the course

# Contacts & Groups

* Message to requested connections is personalised
* First connections made - university, family, friends, colleagues, ex-colleagues, ex-customers, suppliers, social acquaintances
* Review “People you may know” after first connections made
* 50 connections made
* 5 relevant industry groups identified and joined
* Have participated in each group joined (answer/ask question, shared article etc)
* Have answered direct mails as they are received