

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