

CTR LinkedIn Profile Rubric

Student's Name		Date	
	Excellent	Good	Needs Improvement
Professional Picture	Should be in proper attire of just themselves with no distracting background.		
Unique Headline	<p>List major and career aspiration or opportunities they're seeking.</p> <p>Example: <i>"Senior Apparel Merchandizing Major seeking Retail Management Experience or Junior Apparel Major and Aspiring Boutique Owner"</i></p> <p>The headline should be unique.</p>		Example: <i>"Student at the University of Arkansas."</i>
Summary	<p>Students should include any special experiences or skills they have obtained and hope to obtain along with their career goal.</p> <p>Included keywords in their field for this section.</p>		Blank or irrelevant skills
Experience	List at least two experiences with a few accomplishments listed underneath each.		List of duties
Education	Degree, major, school, and graduation date should be listed.		No degree, major, school name, or graduation date
Groups	Connected to CTR Coach and "University of Arkansas Career Development Center" LinkedIn page.		Not connected to professional groups
Errors	Free of grammatical/spelling errors		
Skills	10 or more career related skills		Have only 3 skills or just soft skills
Additional Comments			
Reviewed by		Date	