

CTR LinkedIn Rubric

Please use this rubric as a guide for creating and evaluating your LinkedIn profile. You are not required to complete optional sections.

PROFILE SECTION	DESCRIPTION (MUST INCLUDE TO RECEIVE CREDIT)	YES	NO	EXCEEDS (OPTIONAL TO INCLUDE)
LinkedIn URL	Update your LinkedIn URL following the steps located here . NOTE: You do not want a bunch of random numbers in your profile URL. <i>Example: Simplify your URL to just your name (www.linkedin.com/in/janedoe) or something similar (www.linkedin.com/in/janemarydoe22)</i>			
Headline	Include a brief description that represents your future career aspirations. <i>Example: Future Child Life Specialist Seeking Practicum Experience</i>			Make it a memorable professional ‘slogan’ that can be stated succinctly – describe the great stuff you want to do in the future <i>Example: “Honors student seeking marketing position” or “Psychology major seeking to become a clinical psychologist to create innovative mental health approaches.”</i>
Banner	Banner appropriately reflects career aspirations			
	Banner is not blurry			
Photo	Includes a professional photo			Photo is also high-resolution appropriate and includes non-distracting background
	Photo is a headshot (not a full body picture or a photo that includes others)			
	Individual is dressed appropriately in the photo (business casual)			
	Photo is not blurry			
About/Summary	Summary briefly describes what you have accomplished and what you are skilled at			Add what excites or motivates you and/or what you plan to do next
Experience	Includes current and past paid positions			Add what you accomplished for each position including numbers and percentages of growth, number of people served, etc. And/or include photos and videos from your work.
	Briefly list job descriptions for each position listed			
Education	List each educational institution attended or currently attending (do not include high school)			List each institution in reverse chronological order (most recent to latest)
	Each educational institution includes a graduation date or an anticipated graduation date			
	Each educational institution includes degree title <i>Example: Bachelor of Science</i>			
	Each educational institution includes major information			
Skills	Include 5 to 10 skills			
Optional: Courses	Include 2 courses (in progress or completed) applicable to your major / career field			

PROFILE SECTION	DESCRIPTION	YES	NO	EXCEEDS
Optional: Languages	Include languages, other than English, in which you are proficient			
Optional: Honors & Awards	List the name of each award received			List the month and date the award was received. If applicable list anything notable about award.
Optional: Volunteer Experiences	List any volunteer experiences you have had			Add month and year you did volunteer work and a brief description of what you did or accomplished
Optional: Projects	Add any special projects you have completed for class, work (including volunteer work), or on your own that is applicable to your major/career industry			Include the month and year you completed the project (or state that it is in progress)
Optional: Organizations	List any clubs or organizations you may have joined (professional organizations and school organizations).			Add month and year you were a part of or worked with the organization. Describe what you did with each organization.
Optional: Certifications	Include any certifications you have received			Include the date completed (or state that it is in progress)

