

How's My LinkedIn Profile?

Student Name: _____



Students:

Use the CDEV LinkedIn videos and resources to create a high-quality LinkedIn profile. Next, use the rubric below to self-evaluate your work and make adjustments as needed.

Program Administrators:

Based on the CDEV LinkedIn videos and resources provided, use this rubric to evaluate the student's LinkedIn profile. Give specific feedback on any edits needed in each section, and work with the student to create a high-quality final LinkedIn profile. Students must score a minimum of Average in each category in order to successfully complete this activity.

	Needs Improvement (1)	Average (2)	Professional (3)
*Core: Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know	Student has <u>included at least 1</u> of the following sections.... 1. <i>Intro</i> with professional profile picture 2. <i>Education</i> 3. <i>Experience</i> with accompanying job duties 4. <i>Skills</i> list	Student has <u>included at least 2</u> of the following sections... 1. <i>Intro</i> with professional profile picture 2. <i>Education</i> 3. <i>Experience</i> with accompanying job duties 4. <i>Skills</i> list	Student has <u>included at least 3</u> of the following sections.... with amazing content that enhances the sections... 1. <i>Intro</i> with professional profile picture, attention grabbing headline 2. <i>Education</i> with listed associations (clubs, orgs, capstones, recognition ect.) 3. <i>Experience</i> with accompanying job duties, and links to or uploads of relevant work samples 4. <i>Skills</i> list with endorsements
	Score: _____	Score: _____	Score: _____
*Recommended: Completing these sections will increase your credibility and give you access to more opportunities	Student has <u>included at least 1</u> of the following sections... 1. <i>Featured</i> highlight (typically an ePortfolio) 2. <i>Licenses & Certifications</i> 3. <i>Relevant Courses</i> 4. <i>Recommendations</i>	Student has <u>included at least 2</u> of the following sections... 1. <i>Featured</i> highlight (typically an ePortfolio) 2. <i>Licenses & Certifications</i> 3. <i>Relevant Courses</i> 4. <i>Recommendations</i>	Student has <u>included at least 3</u> of the following sections... 1. <i>Featured</i> highlight (typically an ePortfolio) 2. <i>Licenses & Certifications</i> with links to images 3. <i>Relevant Courses</i> 4. <i>Recommendations</i> both given and recieved
	Score: _____	Score: _____	Score: _____
*Additional: Add even more personality to your profile. These sections will help you grow your network and build more relationships.	Student has <u>included at least 3</u> of the following sections.... 1. <i>Volunteering</i> 2. <i>Publications</i> 3. <i>Patents</i> 4. <i>Projects</i> 5. <i>Honors & Awards</i> 6. <i>Test Scores</i> 7. <i>Languages</i> 8. <i>Organizations</i> 9. <i>Causes</i>	Student has <u>included at least 5</u> of the following sections.... 1. <i>Volunteering</i> 2. <i>Publications</i> 3. <i>Patents</i> 4. <i>Projects</i> 5. <i>Honors & Awards</i> 6. <i>Test Scores</i> 7. <i>Languages</i> 8. <i>Organizations</i> 9. <i>Causes</i>	Student has <u>included at least 7</u> of the following sections... 1. <i>Volunteering</i> 2. <i>Publications</i> 3. <i>Patents</i> 4. <i>Projects</i> 5. <i>Honors & Awards</i> 6. <i>Test Scores</i> 7. <i>Languages</i> 8. <i>Organizations</i> 9. <i>Causes</i>
	Score: _____	Score: _____	Score: _____

<p>Marketing: Take these steps to ensure that LinkedIn becomes a part of your personal brand</p>	<p>Student has <u>done none</u> of the following... 1. Customized their LinkedIn URL 2. Included their LinkedIn URL as part of their main resume headline 3. Include LinkedIn URL as part of their email signature</p>	<p>Student has <u>done 1</u> of the following... 1. Customized their LinkedIn URL 2. Included their LinkedIn URL as part of their main resume headline 3. Include LinkedIn URL as part of their email signature</p>	<p>Student has <u>done 2</u> of the following... 1. Customized their LinkedIn URL 2. Included their LinkedIn URL as part of their main resume headline 3. Include LinkedIn URL as part of their email signature</p>
	<p>Score: _____</p>	<p>Score: _____</p>	<p>Score: _____</p>
<p>Next Steps: What (if any) adjustments need to be taken to improve the content and quality of this LinkedIn profile?</p>			

*Descriptions based on LinkedIn profile section descriptions. www.linkedin.com