LinkedIn Preparation

* + - * Score your LinkedIn Profile based on content and how you are using your profile with the criteria below prior to your appointment
      * For each Criteria start at column 1, if you do not tick anything in column 1 then move to column 2, if you tick all of the boxes in column 2 then move on to column 3 and then move onto column 4. (You can type yes if easier than ticking.) Contact [studentservices@le.ac.uk](mailto:studentservices@le.ac.uk) if you have any questions about completing the form.
      * Prior to your appointment use the [LinkedIn page](https://le.ac.uk/career-development-service/applications-and-cvs/linkedin) and this preparation form to develop your profile.
* You must bring this document to your appointment or email it to [studentservices@le.ac.uk](mailto:studentservices@le.ac.uk) In the appointment we will evaluate your profile & look for development areas.

| **Criteria** | **1 – Significant development required** | **2 – Satisfactory – some development required** | **3 – Good** | **4 – Excellent** | **Score** |
| --- | --- | --- | --- | --- | --- |
| **How to score** | If one or more of these boxes are ticked then score yourself 1 | You must meet all criteria 2 to score 2 | You must meet all criteria in 2 and 3 to score 3 | You must meet all criteria in 2, 3 and 4 to score 4 | **/16** |
| **Content** | No photo or nonprofessional photo  No headline (Job Title/current position)  No summary  No or few skills  No work experience and no description  No Education and description | Professional photo  Headline (Job Title/current position)  Summary included  Skills included  Work Experience and description  Education and description | Effective headline (current positon/ course studying and what seeking)  Engaging summary – linking candidate to the industry  Skills relevant to industry and career area of industry | Rich Content – attached relevant documents, photos, links (incl. blogs), video, presentations  Seeks and add written recommendations  Publish posts |  |
| **Tailoring** | Profile looks generic, cannot see links to particular industry  Information could be applied to any jobs/sectors/companies | Following areas tailored:  Headline and summary  Work experience content relate to roles  Education highlights relevant information  Skills relevant to roles  Areas for development in tailoring to industry | Headline & summary, tailored toward sector summarising key skills, experience, skills and achievement related to sector of interest  All skills relevant required for the industry and type of roles of interest | Work experience description tailored showing how skills and actions related to industry  Education highlighting key projects, modules and achievements related to industry |  |
| **Writing Style** | Spelling or grammar errors  Only lists duties, responsibilities, skills  Does not show achievement positively and persuasively | No spelling or grammar errors  Goes beyond just writing duties, includes some achievements in points | Points are achievement focussed and showing impact of actions | Profile is positive and persuasive in selling skills, knowledge, experience and alignment to company/industry/role values, requirements |  |
| **Effective Use of LinkedIn** | Only profile created  Not used often  No advanced features used  No interaction with connections  Not used for research or vacancies | Add connections  Share posts/useful web pages  Add groups  Search for jobs  Research companies | Add connections (using personalised messages for those that you don’t know but want to connect to)  Use Alumni tool to network and research | Write and share posts/web pages and interact with others who do  Add groups and contributes |  |

**LinkedIn Action Plan – To be completed during appointment**

**Further Support**

Book on [MyCareers](https://mycareers.le.ac.uk/) or via the Student Services Centre: [studentservices@le.ac.uk](mailto:%20studentservices@le.ac.uk) 0116 252 2448

**Application Coaching** CV  
 Covering Letter  
 Personal Statement  
 Application Form  
 LinkedIn

**Career Coaching** Interview Preparation Psychometric Testing Help  
 Assessment Centre Preparation No Career Ideas Some Career Ideas  Getting Focussed Work Experience Researching Further Study Interview Reflection  Assessment Centre Reflection

**Mock Interviews** Mock Interview Mock Presentation Mock Role Play Video Interview Review

Business Coaching

**Your score before appointment: Your score after appointment:**

| **Action Points to improve LinkedIn** | **Date to complete:** |
| --- | --- |
| **1 Content** | Click here to enter a date.  Completed |
| **2 Tailoring** | Click here to enter a date.  Completed |
| **3 Writing style** | Click here to enter a date.  Completed |
| **4 Effective use of LinkedIn** | Click here to enter a date.  Completed |