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 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 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 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 [ ]  |