

	<ul style="list-style-type: none"> <li>o Personalize the default LinkedIn URL to include full name</li> <li>o Edit Privacy Settings to personal preferences – make as public as possible</li> </ul>		
	<ul style="list-style-type: none"> <li>o No picture</li> </ul>	<ul style="list-style-type: none"> <li>o Cropped photo from personal life or “selfie”</li> </ul>	<ul style="list-style-type: none"> <li>o Professional-quality photo</li> <li>o Friendly / approachable appearance</li> <li>o Industry-appropriate professional attire</li> </ul>
	<ul style="list-style-type: none"> <li>o “Student at Bryn Mawr College”</li> <li>o No or little summary provided</li> </ul>	<ul style="list-style-type: none"> <li>o Expanded “Student at BMC” headline</li> <li>o Limited summary</li> <li>o Does not express interest or tie in past experience(s)</li> </ul>	<ul style="list-style-type: none"> <li>o Engaging headline (120 characters or less) <ul style="list-style-type: none"> <li>o Reflects personal brand</li> <li>o Summarizes goals</li> <li>o Catches attention</li> <li>o Entices reader to read further</li> </ul> </li> <li>o Summary briefly <ul style="list-style-type: none"> <li>o Describes previous related experience or connects background, skill sets, and interests</li> </ul> </li> </ul>

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		<ul style="list-style-type: none"> <li>○ Skills &amp; Expertise are not endorsed</li> </ul>	<ul style="list-style-type: none"> <li>○ Be specific; use industry jargon or clinical terms when relevant</li> <li>○ Skills &amp; Expertise are endorsed by others</li> <li>○ Endorse others for their Skills &amp; Expertise</li> </ul>
	<ul style="list-style-type: none"> <li>○ No information about education is provided</li> </ul>	<ul style="list-style-type: none"> <li>○ School(s) listed</li> </ul>	<ul style="list-style-type: none"> <li>○ Full education history provided including institution(s), dates, degree(s), majors, minors, and any study abroad</li> <li>○ Thesis title and description included</li> </ul>