**Career Development Center Assessment Rubric for LinkedIn**

**Name:**

**Date:**

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| **GOAL** | Develop a basic profile to assist in job search and for future networking |
| **Required Tasks/Elements** | * Create a LinkedIn Profile with a professional photo * Fill out and complete education and work sections and add 2-5 skills * Join MNSU Career Development Center LinkedIn group * Connect with 5 professional contacts * Join 3 professional groups * Follow 3 companies that could be potential employers |
| **Assessment** | * Exceeds requirements * Meets Requirements * Needs Improvement |

**Detailed Profile Review**

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| **LinkedIn Profile Elements** | **Comments & Suggestions** |
| **Headline, Location, Industry, Photo**  *Headline should be a short blurb about you in a professional context.* |  |
| **Summary/About**  *Provide concise description about your professional work background, skills, and goals.* |  |
| **Experience**  *Use your resume build this section. Use your previous work experiences, internships, volunteer experience, co-ops, student involvements, etc.* |  |
| **Education**  *Specify anticipated degree, minor & emphasis areas (if applicable), GPA if 3.0 or above* |  |
| **Skills & Endorsements**  *List your professional skills; your connections also can endorse you for various skills.* |  |

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| **LinkedIn Profile Elements** | **Comments & Suggestions** |
| **Contact Information/Personal Details**  *Recommend leaving this blank* |  |
| **Recommendations**  *This section is for recommendations that you have written and those that have been written about you.* |  |
| **Connections**  *Try and filter your connection requests. You do not want a profile that only has bot accounts as connections.* |  |
| **Groups**  *Join groups that fit your professional interests. You can find your joined groups on the left-hand menu of your main homepage.* |  |
| **Interests**  *Consider adding interests that align with those you have listed on your resume or interests you would like to explore or work with in the future.* |  |

**OTHER FEEDBACK:**