**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:**