

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

Conn6 (sh) 4/25/21 9:50:68 Td()TJETQ414.BD11 Td(Con)/5

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