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| --- | --- | --- | --- | --- |
| **Categories** | **To Include:** | **Score 1-5 on where you see yourself:**  **1 is poor; 5 is excellent** | **Action Plan to increase score to 5:** |  |
| **Photograph** | Photograph creates a professional impression. Smart clothing, clear picture, no other people obviously cropped out, no overly dressed up or ‘selfie’ photos. |  |  |  |
| **Headline** | Headline customised to include core interest areas, key skills and/or currently seeking x role e.g. Final year Pharmaceutical Science student seeking graduate R & D role |  |  |  |
| **Connections** | A minimum of 50 connections (All Star profile connections) can include class mates, work colleagues, previous or prospective employers, alumni etc. |  |  |  |
| **Summary** | Between 150 and 350 words of keyword rich text targeted towards role of interest. A first person outline of the student's career goals and interests, key relevant experience and achievements. |  |  |  |
| **Experience and/or Volunteering** | Relevant paid and unpaid experiences including job title and employer/volunteer organisation. Descriptions given for each role with a focus on achievements and outcomes, using active verbs (demonstrated, created, delivered, initiated, etc.) and quantified where possible e.g. Taught English to 20 primary school students / Raised €500 for charity through charity walk. Experience can include part time work, summer internships, roles of responsibility in university e.g. class rep, student society treasurer |  |  |  |
| **Skills** | At least 8 skills listed. These can be "hard skills" e.g. Python, HPLC, Photoshop, CAD, language skills or 'transferrable' skills e.g. Presentation skills, leadership, problem solving |  |  |  |
| **Groups** | Member of at least 5 groups relevant to your discipline or university e.g. alumni group, professional organisations or interest groups; some level of engagement in the group discourse. |  |  |  |
| **Education** | List course title, full name of college/university (verify automatic hyperlink to university's homepage on LinkedIn). Can list up to 6 core modules, grades year on year and predicted grade. |  |  |  |
| **Follow companies** | Follow 5 or more companies of interest. |  |  |  |
| **Location** | Student's location is indicated |  |  |  |
| **Industry** | Student has selected an industry category of interest |  |  |  |
| **Personalised url** | Student has personalised LinkedIn url with full name |  |  |  |
| **Spelling and grammar** | Error-free text throughout |  |  |  |
| **Rich Media** | Where relevant, student has uploaded images or files to illustrate summary/experience/projects |  |  |  |
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