

CAREER AND CIVIC ENGAGEMENT CENTER | BRYN MAWR COLLEGE
Student Life and Wellness Building, 1st Floor | Phone: (610) 526-5174 | cpd@brynmawr.edu
<https://www.brynmawr.edu/career-civic/career-planning>
Follow us on Instagram:

- Their skills
- How you are connected

If you are interested in learning more about a potential connection found on this page, please contact the Career and Civic Engagement Center at cpd@brynmawr.edu or call (610) 526-5174.

LinkedIn Profile Rubric

	BEGINNER	INTERMEDIATE	ADVANCED
GENERAL TIPS	<ul style="list-style-type: none"> ○ Personalize the default LinkedIn URL to include full name ○ Edit Privacy Settings to personal preferences – make as public as possible 		
PHOTO	<ul style="list-style-type: none"> ○ No picture 	<ul style="list-style-type: none"> ○ Cropped photo from personal life or “selfie” 	<ul style="list-style-type: none"> ○ Professional-quality photo ○ Friendly / approachable appearance ○ Industry-appropriate professional attire
HEADLINE	<ul style="list-style-type: none"> ○ “Student at Bryn Mawr College” 	<ul style="list-style-type: none"> ○ Expanded “Student at BMC” headline 	<ul style="list-style-type: none"> ○ Engaging headline (120 characters or less) <ul style="list-style-type: none"> ○ Reflects personal brand ○ Summarizes goals ○ Catches attention ○ Entices reader to read further
SUMMARY	<ul style="list-style-type: none"> ○ No or little summary provided 	<ul style="list-style-type: none"> ○ Limited summary ○ Does not express interest or tie in past experience(s) 	<ul style="list-style-type: none"> ○ Summary briefly <ul style="list-style-type: none"> ○ Describes previous related experience or connects background, skill sets, and interests ○ Conveys direction/ ambition/ passion ○ Spells out goals or accomplishments ○ Uses professional but personal “voice” ○ Contains keywords relevant to industry ○ Place at beginning of profile
EXPERIENCE	<ul style="list-style-type: none"> ○ No or very little descriptions for positions 	<ul style="list-style-type: none"> ○ Descriptions lack detail, are unclear, and/or do not include accomplishments ○ No typos 	<ul style="list-style-type: none"> ○ Full and detailed experiences from resume ○ Descriptions encapsulate skills, duties, and accomplishments at each job or activity
RECOMMENDATIONS	<ul style="list-style-type: none"> ○ No recommendations 	<ul style="list-style-type: none"> ○ 1-2 recommendations ○ Recommendations from colleagues and classmates 	<ul style="list-style-type: none"> ○ 3+ recommendations listed ○ Recommendation for each job listed ○ Recommendations from former managers or current supervisors, advisors ○ Coach recommends to share specific skills or projects highlighted
APPLICATIONS	<ul style="list-style-type: none"> ○ No applications used 	<ul style="list-style-type: none"> ○ 1-2 applications used 	<ul style="list-style-type: none"> ○ Relevant applications used to showcase work and/or interests <ul style="list-style-type: none"> ○ Relevant Courses (higher level) ○ Honors & Awards ○ Organizations, Volunteer Experience & Causes ○ Projects (upload relevant images/work/materials) ○ Languages
SKILLS & EXPERTISE	<ul style="list-style-type: none"> ○ No Skills & Expertise listed 	<ul style="list-style-type: none"> ○ 5-10 Skills & Expertise listed ○ Skills & Expertise are not endorsed 	<ul style="list-style-type: none"> ○ 10+ Skills & Expertise listed (up to 50 are permitted) <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

CAREER AND