

Assessment Rubric for LinkedIn

Student: _____

Semester: _____

Goal	Develop a solid shell to assist in job search and for future networking
Required Tasks/ Elements	<ul style="list-style-type: none"> <input type="radio"/> Create LinkedIn profile with a professional photo <input type="radio"/> Join UMass Lowell Alumni-Student Career Connections group <input type="radio"/> Connect with 5 professional contacts <input type="radio"/> Join 3 professional groups <input type="radio"/> Follow 3 companies that could be potential employers <input type="radio"/> Add skills <input type="radio"/>
Assessment	<ul style="list-style-type: none"> <input type="radio"/> Exceeds requirements <input type="radio"/> Meets requirements <input type="radio"/> Needs improvement

Detailed Profile Review

LinkedIn Profile Elements	Comments and Suggestions
Headline, Location, Industry, Photo <i>Headline should be memorable blurb about you in professional context</i>	
Summary <i>Provide concise, confident description of qualifications, goals, and background</i>	
Experience <i>Use resume to build this section, include most jobs, internships, volunteer experience, co-ops, etc.</i>	
Skills & Expertise <i>List your professional skills; your connections also have the opportunity to endorse you for various skills</i>	

UMass Lowell Career & Co-op Center

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Education <i>Specify anticipated degree, major and minor (if applicable), GPA if 3.0 or above</i>	
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LinkedIn Profile Elements	Comments and Suggestions
Interests <i>Consider adding interests that align with those you may have placed on your resume</i>	
Personal Details – <i>recommended to leave this blank</i>	
Advice for Contacting [You] <i>Information you place here is public; indicate the type of opportunities that you are interested in pursuing</i>	
Recommendations <i>Recommendations you have written and those that have been written about you appear here.</i>	
Connections <i>Connect only with individuals whom you know well.</i>	
Groups <i>Join groups as indicated earlier.</i>	
Following <i>Follow others/organizations as indicated earlier.</i>	