

Professional Profile Checklist



PROFESSIONAL PROFILE CHECKLIST

Professional Profile Feature	Key Elements	Key Focus
Images	<ul style="list-style-type: none">• Professional headshot photo• Background image	<ul style="list-style-type: none">• Professional and consistent with personal/company brand
Privacy Settings	<ul style="list-style-type: none">• What other people see when you've viewed their profile• Who can see your connections and email	<ul style="list-style-type: none">• Be consistent with your goals• Use strategically
Contact information	<ul style="list-style-type: none">• Email• Phone number• Website & other social media (if applicable)	<ul style="list-style-type: none">• Email and phone are a must
Summary	<ul style="list-style-type: none">• Maximum character limit (2000)• Includes option to share URL links and documents	<ul style="list-style-type: none">• Write in the first person• Tell you story• Include a call to action
Experience	<ul style="list-style-type: none">• Role• Company• Timing• Description	<ul style="list-style-type: none">• Briefly explain the organization (if not well known)• Explain what you did• List 1-3 key achievements
Education	<ul style="list-style-type: none">• Qualification• Educational Institution• Timing	<ul style="list-style-type: none">• Include basic information only
Projects	<ul style="list-style-type: none">• Name of project• Timing	<ul style="list-style-type: none">• Be consistent with your goals

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Honors & Awards	<ul style="list-style-type: none">• Award• Organisation• Timing	<ul style="list-style-type: none">• Be consistent with your goals
Publications	<ul style="list-style-type: none">• Name of publication• Author• Includes option to share URL link	<ul style="list-style-type: none">• Be consistent with your goals
Skills	<ul style="list-style-type: none">• You have up to 50 skills you can add	<ul style="list-style-type: none">• Use all 50• Think 'keyword search' and list the skills as people would type them in to find you
Recommendations	<ul style="list-style-type: none">• Provide evidence that others value your skills and contribution	<ul style="list-style-type: none">• Include at least 2 per role and request recommendations from people as senior as possible



Karen Hollenbach
Think Bespoke
karen@thinkbespoke.com.au
thinkbespoke.com.au

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