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| | <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 |

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| | | <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 |