

LinkedIn Guide

- Upload a professional profile photo and background picture
- Define industry
- Customized URL – some variation of first and last name
- Bio summary
- Add 5 or more skills
- List education
- Describe experiences- (medical school, leadership, volunteer)
- Connect with 50 or more contacts
- Follow professional communities (RVU, AOA, NRMP, etc)

| | 0 pts | 1 pts | 2 pts |
|-----------------------|--|--|--|
| Photo | No profile or cover photo | Profile photo only | Contains a professional photo and a professional background photo |
| Customized URL | Uses LinkedIn provided URL | Changed URL from LinkedIn Standard, but URL is not easily readable, professional, and/or informative (e.g: .com/rvustudent12345) | URL is customized, professional, and/or informative (e.g: .com/janesmithRVU, .com/jsmithstudentdoctor, etc. |
| Bio Summary | No bio summary | | |
| Skills | 0-2 skills added | 1-4 skills added | 5 or more skills added to profile |
| Education | No education added | Education is out of date or incomplete (eg. does not include all schooling) | Education is up to date and includes medical school, undergrad, and if applicable masters, post-grad or other |
| Experiences | Does not include any experiences | Contains experiences from before RVU but not during | Contains experiences prior to and during medical school |
| Connections | Has no connections | Has less than 50 connections | Has more than 50 connections |
| Following | Does not follow any professional organizations | Follow 1-3 professional organizations | Follows 4 or more professional organization (e.g: RVU, AOA, NRMP, AAPA, NPS, etc) |