



# After the Game™

The Former Student-Athlete Experience

## LINKEDIN PROFILE CHECKLIST

- Photo: It doesn't have to be fancy – just keep it professional.** Your profile picture is one way to seem approachable for future connections and recruiters. Plus, LinkedIn data shows that having a photo one makes your profile 7 times more likely to have your profile viewed.
- Headline:** Tell people who you are, and what you want in the future. i.e. Econ Major and Aspiring Financial Analyst, VP of Sales, Experienced growing and leading global teams or Social Media Expert, driving successful B2B campaigns.
- Summary:** Describe what motivates you, your knowledge, skills, abilities and what's next in your career. A good summary consists of a few brief paragraphs summarizing your background, key areas of expertise, and any accomplishments you're particularly proud of in your professional or academic career. Make sure to integrate freelance work, professional classes and volunteer work.
- Experience:** List the jobs you held, even if they are part time, along with what was accomplished. If you have video and photos, great. Make sure that acronyms are spelled out, and accomplishments are presented in a way that draws people in to read your profile. \*Other options include listing the most relevant three to five positions if you are actively looking for a new position.
- Education:** Highlight your educational experiences you've had including degrees/majors, certificate programs, continuing education or summer programs.
- Volunteer Experience, Organizations and Causes:** Even if you weren't paid for a job, be sure to list it. Often employers consider volunteer experience relevant to professional development and your career aspirations.
- Skills and Expertise:** Add at least five key skills – and your connections can endorse and recognize your strengths. Make sure to order and organize your skills and expertise.
- Recommendations:** Ask managers, colleagues, classmates and leaders, who are familiar with your work to write a recommendation. This gives extra credibility to your strengths and skills.

### Here are a few more tips to help take your profile from good to great:



- Be clear about your profile's purpose, there are differences between active and passive job seekers.
- Write in first person, unless the industry is particularly formal. LinkedIn profiles are best written in the first person. It may make your profile seem more approachable to people viewing his/her profile. (Unless you are a senior leader/executive or business owner.)
- Use your summary and headline to clarify what sets you apart from other candidates by emphasizing the two-three key business results you can achieve.
- Check for spelling and grammar mistakes. A pristine profile makes a stronger first impression.
- Leverage the new Professional Portfolio feature to add anything from presentations to videos to images of key projects and accomplishments. People are visual, so help them visualize the value your mentee can bring to their organization.

**After the Game Resources**  
[NCAA.org/formerstudentathlete](http://NCAA.org/formerstudentathlete)

**Former Student-Athlete Career Center**  
[NCAA.org/fsajobs](http://NCAA.org/fsajobs)



Join the NCAA After the Game networking group on LinkedIn