LINKEDIN ASSIGNMENT RUBRIC

NAME:_____

The following rubric will be used for grading the assignment:

TASK	WEIGHT	DESCRIPTION OF REQUIREMENT
PHOTO	10%	Included a professional headshot
HEADLINE	10%	Created an industry-specific headline with keywords from field
ABOUT	15%	Included professional story that describes background and goals
EXPERIENCE	15%	Included at least 2 jobs and brief description with relevant duties/accomplishments
EDUCATION	15%	Used the corrected University/College name; Chose correct degree for major; Included any minors or concentrations
LOCATION & INDUSTRY	5%	Has added both location and industry to profile
UNIQUE URL	5%	Customized URL to just state name
CONNECTED	10%	Joined at least 1 university group (i.e. Westfield State University Careers) and 1 professional group. Follow at least 3 companies in your desired field.
SKILLS	5%	Added at least 5 skills to the profile
ACTIVITIES, LICENSES/ CERTIFICATIONS, LANGUAGES, COURSES	10%	Added at least one of the following sections to the profile with all appropriate inforamtion included