**Rubric or Marking Guide criteria – LinkedIn profile**

| | Proposed weighting | Excellent | Average | Poor |
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| **Photos – headshot and background** | 20% | • Creates excellent first impression, colour, with face clearly framed in headshot and professional attire<br>• Engaging background photo relevant to sector | • Creates a good first impression with some potential for improvement<br>• Background photo adequate with some potential for improvement | • Headshot creates poor first impression – e.g. may be too far away or close, distracting background, or clearly cropped showing other people<br>• Background photo non-existent or inappropriate |
| **Headline** | 10% | • Captures attention and concisely reflects career goals/aspirations – e.g. Flinders University XYZ student aspiring to contribute to …'/'Flinders University XYZ student with experience in ABC' | • Headline exists but is not particularly unique – e.g. XYZ student at Flinders University – or may be too long | • Headline is non-existent, inadequate, too long or unprofessional |
| **Summary – 'About' section** | 30% | • Clear, concise and interesting story that uniquely reflects student aspirations, personality, motivations, knowledge, skills, experience and interests pertaining to sector<br>• No spelling or grammatical errors and appropriate use of paragraphs and bullet points<br>• Told in 200 words or less | • Summary is good with some potential for improvement either in connecting to sector; in being concise or engaging; presentation; or framing the rest of profile<br>• May contain spelling or grammatical errors<br>• Word count may be insufficient or too much | • Summary is non-existent, vague, inadequate and/or unprofessional<br>• May contain spelling or grammatical errors<br>• Word count may be insufficient or too much |

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| **Education** | 10% | • Section is logical, well organised and easy to read<br>• Education shows full and formal title of course, institution, commencement and completion dates as well as any majors, awards and achievements<br>• GPA (if included) is shown /7<br>• Major projects may be highlighted | • Section is good with potential for improvement (e.g. to logic, order, additional supporting information, spelling/grammar)<br>• GPA (if shown) may not be expressed with /7 | • Education is non-existent, inadequate and/or may contain multiple spelling and grammatical errors |
| **Experience** | 10% | • Section is logical, well organised and easy to read<br>• Experience shows full title of organisation, position title, key achievements and appropriate context for reader<br>• Uses action verbs appropriately<br>• Includes brief details of any non-sector related experience (e.g. casual work) with a focus on activities/skills that are transferable to sector | • Section is good with potential for improvement (e.g. to logic, organisation, readability, spelling/grammar, verb use)<br>• May be vague or lacking key information | • Experience is non-existent, inadequate or may contain multiple spelling and grammatical errors |
| **Interests** | 10% | • Indicate student has followed multiple sector related LinkedIn groups and companies | • Indicates student has followed at least one sector-related LinkedIn groups | • No Groups joined |
| **Connections** | 10% | • Student has made multiple sector-related LinkedIn connections and has included evidence of appropriately customised connection invitations to recipients | • Indicates student has made at least five LinkedIn connections | • LinkedIn connections have not been made or are not obviously sector-related |