

# LinkedIn Profile Checklist

## For Law Students & Young Legal Professionals

LinkedIn is your digital business card in the legal world. Recruiters, law firms, and senior advocates check LinkedIn before shortlisting candidates. Use this checklist to build a profile that stands out and reflects your legal ambition professionally.

### 01 PROFILE PHOTO & BANNER

- Upload a professional, high-resolution headshot (clear face, formal attire)
  - *Formal formals — blazer or suit preferred. No selfies or group photos.*
- Smile naturally — you should look approachable, not stiff
- Use a plain or blurred background (white/grey/navy preferred)
- Upload a custom banner image (law-themed or branded)
  - *Use Canva to create a simple banner with your name, 'Law Student at [College]', and a legal visual.*
- Ensure your name is spelled correctly and matches your resume

### 02 HEADLINE

- Headline is NOT just 'Law Student' — make it specific and keyword-rich
  - *E.g.: '4th Year Law Student | Corporate & IP Law | Moot Court Enthusiast | Open to Internships'*
- Include your area of interest (litigation, corporate, criminal, IPR, etc.)
- Mention 'Open to Internships' or 'Seeking Opportunities' if applicable
- Keep it under 220 characters — use '|' to separate ideas neatly

### 03 ABOUT / SUMMARY SECTION

- Write a 3–5 paragraph About section (not a blank field)
  - *This is your personal statement. Many students leave this empty — don't!*
- Start with who you are: year, college, interests, and career goals
- Mention key achievements: moots won, publications, internships
- End with a clear call to action: 'Feel free to connect or reach out for collaborations.'
- Use first-person language ('I am passionate about...')
- Include relevant keywords: legal research, drafting, moot court, arbitration, etc.
  - *This helps you appear in recruiter search results.*

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## 04 EDUCATION

- Add your law school with correct degree name (BA LLB, BBA LLB, LLB, etc.)
- Include your graduation year and CGPA/percentage (if strong)
- Add activities: Moot Court Society, Legal Aid, Law Review, Debate Club
- Add your 12th / undergraduate degree too if pursuing LLB separately

## 05 EXPERIENCE & INTERNSHIPS

- Add all internship experiences — even short ones (1–2 weeks count)
- *Describe what you did: drafted petitions, researched case law, assisted in client meetings, etc.*
- Use action verbs: Drafted, Researched, Assisted, Reviewed, Filed, Summarised
- Mention the type of firm/chamber/organisation (High Court, Law Firm, NGO, etc.)
- Include any freelance legal work, pro bono work, or legal aid clinic work
- List dates accurately — month and year format

## 06 SKILLS & ENDORSEMENTS

- Add at least 10 relevant skills
- *Legal Research, Contract Drafting, Moot Court, Legal Writing, MS Word, Westlaw, SCC Online, etc.*
- Pin your top 3 most important skills
- Ask seniors, mentors, or professors to endorse your skills
- Add soft skills too: Public Speaking, Team Leadership, Time Management

## 07 ACHIEVEMENTS & CERTIFICATIONS

- Add all moot court participations and awards with year and rank
- *Even 'Participant' is worth listing if it's a reputed competition.*
- Upload any certificates (MOOC courses, seminars, workshops)
- *Coursera, NUJS certificates, Bar Council programmes, etc.*
- Add publications, articles, and blog posts (legal journals, SCC Blog, Bar and Bench)
- Add any scholarships or academic prizes

## 08 RECOMMENDATIONS

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- Request at least 2 recommendations — from professors, internship supervisors, or seniors
  - *A 3-line genuine recommendation is worth gold on a law student's profile.*
- Provide the recommender a draft of key points to include
  - *Make it easy for them — busy people appreciate a helping nudge.*
- Give recommendations to others too — it encourages reciprocation

## 09 ACTIVITY & ENGAGEMENT

- Post at least once a week — share legal news, your opinions, or event updates
  - *Consistency matters. Even 1 post/week builds your presence over time.*
- Engage with content from law firms, legal professionals, and mentors
  - *Like, comment thoughtfully — don't just say 'Great post!'*
- Follow top legal pages: Bar and Bench, Live Law, SCC Online, Law firms
- Join LinkedIn legal groups relevant to your area of interest
- Connect with 500+ people — quantity + quality both matter on LinkedIn

## 10 PROFILE SETTINGS & FINAL CHECKS

- Turn on 'Open to Work' (visible to recruiters or everyone — your choice)
- Set a custom LinkedIn URL: [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname)
  - *Do this from 'Edit public profile & URL' — looks far more professional.*
- Enable Creator Mode if you plan to post regularly
- Check that your contact info (email, phone, location) is updated
- Proofread your entire profile once before finalising
  - *Use Grammarly or ask a friend to review it.*

### Want 1-on-1 CV & LinkedIn Review?

Book a personalised career session with Guru Legal mentors. We review your profile, fix mistakes, and help you land better internships.

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