

Skills and Endorsements Strategy Sheet

Choose credible skills and support them with evidence

LinkedIn currently permits up to 100 skills in the Skills section. [1] You do not need to use the full allowance. In fact I wouldn't. Start with a focused selection that matches your direction, that you can demonstrate, and that is relevant to the position for which you are applying.

Select skills from evidence

- Review several target role descriptions and note recurring skill terms.
- List the skills you have used in coursework, projects, work and volunteering.
- Choose the overlap, using the platform's skill names where suitable.
- Prioritise three strengths you want to be known for as a planning exercise. This is not a claim about how many skills LinkedIn displays.
- Describe the evidence in your experience or projects and associate skills with those entries where the editor allows it.

Illustrative skill and evidence pairs

Excel Used formulas to check and summarise project survey data.

Project coordination Prepared a timetable and agreed responsibilities for a club event.

Research Compared academic sources and documented limitations in a literature review.

Communication Presented findings and answered questions from classmates.

Customer service Responded to visitor enquiries during a volunteering activity.

Endorsements and recommendations

An endorsement is a connection's validation of a listed skill.

A recommendation is a written account of your work or contribution.

They serve different purposes. LinkedIn allows first-degree connections to endorse skills and advises endorsing abilities you have seen demonstrated. [2]

Ask people who know your work, such as project teammates, internship supervisors or lecturers. Endorsements add context but do not replace a work sample or assessment.

Your skills action plan

Skill 1 and evidence

Skill 2 and evidence

Skill 3 and evidence

A skill I need to develop and my next practice activity

Someone who has directly observed my work

Optional endorsement request

Hi [Name], we worked together on [project], where I used [skill] to [specific action]. If you feel you saw enough of that work, would you be comfortable endorsing that skill on my profile? No problem if not.

Recommendation request

Hi [Name], would you feel comfortable writing a short recommendation about my contribution to [project or role]? Your perspective on [specific work] would be helpful. I can send a reminder of the project, and I understand if you are unable to do so.

Keep the list useful

- Review skills when your target role changes and after new projects.
- Remove skills that misrepresent your ability; do not claim mastery from simply attending a course.
- Do not buy endorsements or offer reciprocal validation of skills you have not observed.
- Use recommendations to describe credible work, not to meet an arbitrary numerical target.