LinkedIn Checklist

Check yes or no for whether your LinkedIn profile meets each criteria. If it doesn't, follow the instructions or write in an action item. Enter a date in the "Complete By" column to give yourself a due date.

Y / N

Complete By

- ☐ ☐ High-quality, professional **photo** with good lighting and background
  - ↳ ☐ Action item: _____ ☐

- ☐ ☐ Professional **background image** that brands you well
  - ↳ ☐ Upload image (1400 x 425 pixels)

- ☐ ☐ Customized **URL** slug with no numbers
  - ↳ ☐ Secure your name (try /firstname-lastname or /firstname-middleinitial-lastname)

- ☐ ☐ Curiosity-building **headline** that draws readers deeper into your profile
  - ↳ ☐ Write headline (120 characters or less)
    - ↳ ☐ Make it different than your job title
    - ↳ ☐ Use searchable words (e.g., mention specific industries)

- ☐ ☐ Up-to-date **summary** that speaks to your buyers
  - ↳ ☐ Write summary
    - ↳ ☐ Include concrete examples of value
    - ↳ ☐ Minimize language aimed at employers

- ☐ ☐ Complete work and education **history** highlighting value for clients
  - ↳ ☐ Fill in the blanks
    - ↳ ☐ Use bullets, facts, and figures
    - ↳ ☐ Cut out irrelevant information (e.g., high school activities)

- ☐ ☐ Posted **media** - work samples, projects, videos, etc., that maximize your credibility
  - ↳ ☐ Upload or link media #1: _____
  - ↳ ☐ Upload or link media #2: _____
  - ↳ ☐ Upload or link media #3: _____

- ☐ ☐ Glowing **recommendations** from clients
  - ↳ ☐ Request recommendation from contact #1: _____
  - ↳ ☐ Request recommendation from contact #2: _____

- ☐ ☐ Numerous (15+) **endorsements** for skills that differentiate you from the pack
  - ↳ ☐ Request endorsements for these top 3 skills:
    - _____ _____ _____

- ☐ ☐ News and influencers that you're **following** reflect your professional interests
  - ↳ ☐ Select sources that you want to be associated with

- ☐ ☐ Free of **typos** and common mistakes in grammar, punctuation, and spacing
  - ↳ ☐ Proofread profile

LinkedIn Checklist: Build Your Brand

Groups

- ☐ Join the full limit of 100 groups
- ☐ Target joining industry groups, title/role groups, special interest groups
- ☐ Group members can send messages to other members even if they're not connected
- ☐ Listen before you start commenting; start commenting before you start posting
- ☐ Don't spam or post messages that will be perceived as heavily commercial or self-serving

Habits

- ☐ Use LinkedIn regularly for at least 15 minutes per session
- ☐ Share content regularly that your followers will find interesting
- ☐ Communicate messages that depict you as you want to be perceived
- ☐ Respond to triggers quickly—they may be on their computer
- ☐ Say, "I'll send you a connection" live, via social media, and via email
- ☐ Connect when networking and at trade shows within 24 hours; personalize the connection request
- ☐ Ask for recommendations at a high point
- ☐ Use tools like Hootsuite to post to multiple social media sites (e.g., Facebook, Twitter, LinkedIn) simultaneously

Connecting

- ☐ Get at least 500 connections
- ☐ Accept connections liberally that are plausible to maximize 2nd and 3rd level connections
- ☐ Make new connections with customized messages
- ☐ Spend a few minutes finding commonalities and mention them; 3 commonalities is ideal
- ☐ Use trigger events to generate conversations with connections
- ☐ Make offline meeting requests compelling and valuable
- ☐ Connect with all your clients and colleagues
- ☐ Connect with buyers in your pipeline
- ☐ Recommend and endorse others
- ☐ Ask friends at companies for referrals and introductions
- ☐ Strategize your relationship priority—define your target profile before searching
- ☐ Follow your clients' companies
- ☐ Follow potential buyers you don't know; communicate before you connect

Privacy Settings

- ☐ Set your profile to public
- ☐ Check your "activity broadcast" settings: share profile edits when appropriate (e.g., new employer, new project uploaded as media), but don't flood your network with notifications during bulk updates