



ACTIVATE YOUR CAREER DREAMS

LinkedIn Checklist

★ CREATE A PROFILE ★

- Set LinkedIn **Privacy Settings** to private (under Privacy and Settings) while you are updating your profile.
- Customize your **LinkedIn URL** so it is brand-focused (use your name or a derivative of your name)
- Consider including your **Phone number and Email** in your Profile
- Insert a professional, clean **Photo**
- Use a searchable title with key-word in your **Headline**
- Enter country and zip code and select **Location**
- Select **Industry**
- Create a unique key-word infused Profile **Summary**
- Copy and paste company, title, dates, and description bullets from resume into **Experience** section for the past 15 years.
- Include Education and Credentials in the **Education** section
- Emphasize your brand by listing up to 10 related skills and areas of expertise in the section **Skills & Endorsements**
- Update your Profile with **Accomplishments** such as career Credentials, Professional Development Coursework and Honors / Awards, Publications, Organizations/Volunteer Contributions
- Ask for **Recommendations**
- Add **Media** (video, photos, links to articles) to the **Summary** and **Experience** sections of your profile.
- Once your Profile is complete, turn on LinkedIn **Privacy Settings**

★ CULTIVATE A NETWORK ★

- Design a strategy for accepting or rejecting **Invitations** to connect
- Create templates for personalized Invitations to key individuals
- Send out invitations to connect with prospective key individuals (Be sure to connect with [Madelyn!](#))
- Write recommendations and endorse colleagues, past supervisors, co-workers, and vendors
- Follow **Companies of Interest** (those in your target list)
- Join up to ten LinkedIn **Groups**
- Turn on the **Recruiter Notification** under Jobs/Preferences. Be sure to **Update Career Interests**
- Use LinkedIn **Advanced Searches** to identify and follow (...) recruiters, hiring executives, companies and key industry influencers.

★ ACTIVATE YOUR LINKEDIN STRATEGY ★

- Set up LinkedIn **Job Alerts** that are emailed to you when a job is posted that meets your specific criteria
- Read your LinkedIn **Newsfeed** and engage your network by Like and Comment on posts. (2-3x's per week)
- Share an article and post on your **Newsfeed** (2-3x's per week)
- Appropriately **Like, Comment and Post** in **Groups** (2-3x's times per week)
- Review the job boards in each of your LinkedIn **Groups** (1-2x's per week)
- Research and Message professional items of interest to your entire contact list
- Research LinkedIn company pages for business intelligence to use in networking discussions
- Post an article showcasing your expertise (1-2x's per month)
- Update your profile regularly! If you enable notifications, your connections be notified when you update information on your profile (bringing your profile additional visibility)
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