~ Prep Work~

If you already have a LinkedIn profile complete these tasks *before* you start the checklist:

☐ - Edit your security and notification settings.

 Ex. Share profile edits = turn off

 Activity Feed = "Only you"

☐ - Double check and edit your connections to make sure you still want to be connected to them.

LINKEDIN FIFTEEN

CHECK LIST

✓

Make your LinkedIn profile impressive!
~ To - Do List ~

☐ 1. A clear and professional **Profile Photo**

· Size = 600 x 600px

☐ 2. A **Header Photo** that is relevant to your brand story or profession

· Size = 1584 x 396px

☐ 3. A descriptive **Headline**

· Three of your top job titles explaining what you do.

☐ 4. An interesting **Summary**

· Two strong, concise paragraphs about who you are and what you do.

· End with an action item or intentions phrase. "Looking forward to…"

☐ 5. Bulleted **Work Experience**

· Should resemble your resume and showcase your abilities as an asset.

· Highlight your accomplishments and how you helped your company be great.

☐ 6. Relevant **Education**

· Add school, degree, dates, and professional activities you did while there.

☐ 7. **Volunteer** Experience

· Focus on your passions and how you give back.

☐ 8. **Skills**

· Five to ten of your sharpest skills. What are your guru talents?

☐ 9. **Accomplishments**

· List any certifications, patents, publications you have. This section is for any awesomeness you've earned.

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Now that your account is set up/ caught up, the following items will get your profile active.

☐ 10. Add people that you know to your network.

☐ 11. Get your skills endorsed.

☐ 12. Join relevant groups.

☐ 13. Get recommendations from your connections who value your work.

☐ 14. Publish content about your industry or business in LinkedIn Publisher.

☐ 15. Decide on whether or not to upgrade to LinkedIn Premium.