

LinkedIn Checklist – Getting Set Up

Adapted from the book [Advanced LinkedIn](#)

INTRO:

- I've turned off "Share Profile Changes" when I make lots of changes that I don't want broadcasted
- I've included a professional photo where I'm looking right into the camera (i.e. at the reader)
- My headline includes keywords that employers/prospects may use in their searches
- I've made sure my profile URL is user friendly (e.g. just my name) so it will look good in my emails
- I've made my "public profile" as visible as possible to improve my odds of being found

SUMMARY:

- I have adapted my resume(s) Summary Section(s) to my target audience(s)
- I've included specific accomplishments, quantifiable if possible/appropriate
- I've used short, concise paragraphs or bullets that leverage my resume verbiage
- I have made the first three lines of my summary impactful (this is the text that is viewed in the public profile and automatically visible without clicking "more")

BACKGROUND (WORK, EDUCATION AND VOLUNTEER):

- I've done my best to include a current position even if not technically working now (e.g. "consulting")
- I describe my responsibilities and quantify my achievements for each position
- I include Company names that LinkedIn will recognize (i.e. make sure the logo appears)
- I've updated Education Experience
- I've updated Volunteer Experience

SKILLS:

- I have utilized all 50 skills using keywords relevant to my targets
- I have removed skills that are not relevant to my targets and career
- I have ordered my skills based on relevance

RECOMMENDATIONS:

- I have at least three recommendations
- I have provided recommendations for at least three people in my network

ACCOMPLISHMENTS:

- I have included publications I have written or have been quoted in
- I have included all relevant certifications and/or courses
- I have included Projects that are relevant to my job search
- I have included all honors and awards
- I have included any patents I have received
- I have included exemplary Test Scores (if relevant)
- I have included additional languages that I speak
- I have included Organizations I am a part of and the role I play in them

GROUPS

- I belong to at least 5 LinkedIn groups that represent either real-world organizations (schools, associations, companies, etc.) or groups that only exist on LinkedIn
- I have considered commenting or posting in a group

CONTACT AND PERSONAL DETAILS

- I have a customized URL
- I have included a link to my personal website and/or portfolio if applicable
- I have included the personal contact information I want to share with my connections
- I have included my personal email address to share with my connections

MY NETWORK

- I have at least 90 people in my network (200+ is your target)
- I know at least 80% of the people in my network, ideally 100%
- I have used the “People You May Know” feature to try and expand my network
- I’ve selectively sent LinkedIn connect invitations to people in my email address book
- I selectively accept connection requests of people I don’t know who “look interesting” and then message them to get to know them.
- I check my homepage regularly to comment or “like” updates from my “quality” network
- I post at least one useful update weekly (ideally daily) to remind my network I exist

LINKEDIN JOBS (for jobseekers)

- I have updated my career interests to signal to recruiters the types of opportunities I am targeting
- I have included a note to recruiters to express my interest (300 character limit)
- I have made note that the “interest” is flagged for 90 days and I must opt-in
- I have setup job alert emails so I can stay on top of new relevant job postings

ORGANIZATION-SPECIFIC

- I have created a LinkedIn company page, including a logo, banner and a description of products/services
- I have asked all employees to ensure the company page logo appears in “Experience”
- I have asked my sales/business development team to advertise the “brand” on their profiles
- I have created a posting strategy that includes company page posts plus sharing on profiles

OTHER FEATURES

- I try to take LinkedIn’s suggestions for profile completion via “add profile section” button
- I have reached All-Star status for profile completion