



LinkedIn Personal Profile

Use this checklist to audit your personal LinkedIn profile. Use this as a way to make sure all of the information on your profile is up to date.

Master the Basics:

- My profile photo is a professional looking headshot.
- My name slot only includes my name. Don't include additional information in this area.
- My summary includes rich keywords to help LinkedIn find my profile when users search for me. It also accurately depicts my position, skills, and objectives.
- My sections are optimized on my profile to include languages, projects, and volunteer experience, for example.
- My work examples (presentations, graphics, etc.) are showcased
- My LinkedIn URL/address is personalized with my name.
- My employment history lists at least three past positions.
- My education, honors, and awards are listed.
- My LinkedIn profile is connected to my other social networks.
- My LinkedIn profile URL has been added to my email signature, business cards, and presentations.
- My activity broadcasts have been turned off. This shares with your connections any changes you do including summary, editing your past experiences, following companies, etc.
- My profile is completely filled out. A detailed profile is a strong profile.

Maintain Your Presence

- Update your status at least 3-4 times a week (schedule them if necessary).
- Respond to all comments, and messages daily.
- Ask for recommendations and endorsements from your connections. Additionally, be proactive and write recommendations for others.
- Add 10 new connections each week. That equates to over 500 every year.
- Find two new companies that interest you to follow each week.
- Join groups relevant to your field, responding to questions and posting helpful, and insightful updates.



Power Tip: Schedule 15 minutes to manage LinkedIn, three times a week.