

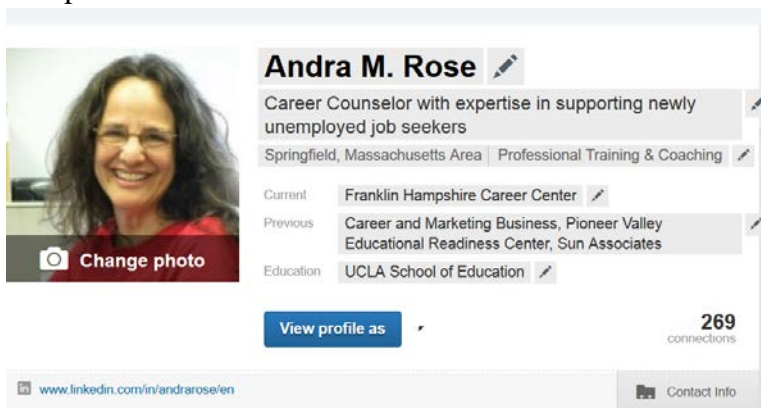
LinkedIn Profile Checklist

☐ Name

You can use your full name or first name with last initial. Middle initial is optional.

☐ Photo

A professional head shot is recommended. No children or pets!



☐ Headline

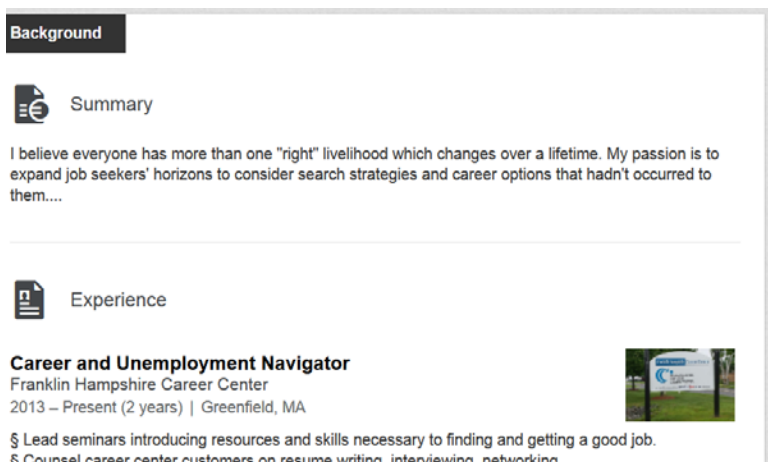
This is the "title" to your story. Some people keep it simple with just a job title, others are more descriptive. Use key words/phrases from your industry.

☐ Location and Industry

The choices are limited. Go with the broadest place/industry so you will show up in more searches.

☐ Education

Your most recent degree or training program will show.



☐ Profile Summary

This is your story. Use "I". You can briefly state the type of opportunities you are seeking. Highlight 3 or 4 relevant career accomplishments that demonstrate your qualifications. State how you are unique or a best fit for this type of work.

☐ Experience

You can cut and paste from your resume, but you can also use a less formal style to describe your accomplishments in each position you list. Include at least the three most recent positions.

Using LinkedIn to Get a Job

☐ Privacy Settings

Set activity broadcasts to “only you” while working on your profile so your contacts don’t receive notifications of every update you make.

☐ Contact Info

You can add email or other contact info and make it visible only to connections. You can add a Twitter handle, and multiple websites.

☐ Public Profile Settings

Set who sees what sections of your profile. Simplify your LinkedIn (LI) address to just your name. Add this LI address to your email signature, business cards and resume.

☐ Connections

Grow your connections: 50 minimum is recommended to have a “complete” profile. Understand 1st, 2nd, and 3rd levels. Search for and connect with people you know and find others with similar interests.

☐ Search jobs and companies

Look up jobs and companies that you are interested in. On the company’s LI page scan the employees for anyone in your network or anyone with something in common with you. Contact them.

☐ Share updates

At your LI Home you can share updates, links to articles you recommend or pass on important job related news. This is a way to build your professional social network and earn an excellent reputation.

☐ Recommendations (3 minimum)

Give genuine recommendations to your connections. Request recommendations from connections who know your work. Understand the difference between recommendations and endorsements.

☐ Join Groups

Find Groups based on shared interests. The other members of groups become part of your network. Comment on discussions for more exposure.