



LinkedIn Checklist

Use this checklist to audit your personal LinkedIn profile. Add notes to things you want to work on and also use this time as a way to make sure all of the information on your profile is up to date.

- Do you have a professional profile photo?
- Is your headline detailed and professional?
- Does your summary include details and rich keywords?
- Is your contact information available?
- Does your summary include details and rich keywords?
- Does your Public Profile URL include your name?
- Do you have details about at least 3 recent positions?
- Have you included your education, honors, awards, and other highlights?
- Do you ask others for recommendations and endorsements?
- Have you asked to be introduced to other professionals?
- Are you participating in groups regularly?
- Do you follow companies you may want to work for?
- Is your profile connected with other networks and websites?
- Are you updating your status and sharing articles regularly?
- Are you continuously maintaining and adding new connections?

Ready to learn more?
<http://bootcampdigital.com/linkedin-101-training/>

profile checklist

name	experience	honors & awards
photo	skills & expertise	✓languages
headline	✓endorsements	✓organizations
contact info	recommendations	✓courses
websites	education	✓test scores
social links	groups	✓patents
custom URL	applications	✓certifications
industry	✓media uploads	✓volunteering & causes
location	publications	
summary	✓projects	

✓ newer profile options [learn more now](#) 

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06 MINUTES LINKEDIN

PROMOTE

Share your more professional content and notable news on your company profile.

GROUPS

Share your content in related LinkedIn groups and engage in any notable discussions.

QUESTIONS

Ask questions on your page and in relevant groups to start discussions of your own.

AUTOMATION TIP Use marketing automation to make social posts to multiple outlets, all from within the same interface.

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