



LinkedIn Optimization

Personal Profile Checklist:

Your profile should include a professional photo with a background photo that illustrates your own brand. All of the sections on your profile should be customized with your specific details. Highlight your contact information so it's easily visible. List your job experience and qualifications along with a description of how you can be of help.

- Profile Picture**
Does your profile have a profile picture?
- Background Photo**
Do you have a background photo? This should speak to who you are and what you do.
- Name**
Is your name consistent? Does your profile name match your business cards and email signature? For example, if your given name is Thomas and you go by Tom, then put Tom on your LinkedIn profile.
- Headline**
Complete your headline. Your headline should help someone visiting your profile get a better understanding of who you are. Make it intriguing. You should want someone visiting your profile to be interested in learning more about you.
- Location**
Is your location correct? If you can help people in other locations, note that in your about section.
- Custom URL**
Customize your profile URL. This should include your name as it will help you show up in searches more easily.
- Contact Information**
Add your contact information. If your purpose is to network, include your email address, work phone number, and social media profiles if they apply.
- About**
Complete your about section. This should be an extension of your headline, personality, and experience.
- Experience**
Fill out your experience. This should include at least your two most recent positions, but you can include more if they are relevant. Adding more detail helps with your credibility.
- Licenses and Certifications**

If you have licenses and certifications make sure they are all listed.

Volunteering

Do you volunteer? Add any volunteer experience. This is another way for you to connect with people outside of strictly professional experience.

Recommendations

Do you have any recommendations? You can request them from a colleague, mentor, or current client. A great way to get recommendations is to give them. Let people know you appreciate them and see their value.

Accomplishments

Add any accomplishments like awards, honors, second languages, publications, or anything else that would help you stand apart.

Posting / Engaging:

Send your connections a personal note on birthdays or work anniversaries.

Reply to connections after they respond to your personal note. If you would like to meet or further the conversation this is a great opportunity.

Use LinkedIn to set up meetings. If there is a connection or person you would like to meet, start a conversation with them. You can message them your contact information or invite them to coffee or lunch. People on LinkedIn can be more receptive to this compared to a cold email or call.

Share LinkedIn posts from your company's profile on your personal profile.

Share or comment at least once per week on a contact's post that you relate to or find value in.

Create your own posts *at least* once a week. This can be something motivational, something you are passionate about (avoid polarizing topics like politics and religion), sharing a success story, or something lighthearted or uplifting that is still professional. Use images with your posts so they will be more engaging.

Follow businesses, influencers, and schools that interest you.

Join LinkedIn groups. This is a great way to connect with your target audience and LinkedIn members you may not otherwise have crossed paths with. Engage with conversations within the groups for more exposure.

Helpful References:

Additional tips from LinkedIn -

<https://business.linkedin.com/marketing-solutions/how-to-market-on-linkedin>

Royalty Free images - <https://pixabay.com>