



Checklist 15: 16 Must-Have Items: LinkedIn Marketing

Project Name: _____

Date: _____

Yes No

LinkedIn continues to be the most evolving social media network. Do you have a professional LinkedIn profile? Do you think you have your bases covered? Even if you do, read this checklist to help you review your professional LinkedIn profile:

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Take your photo very seriously. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Always try having a professional looking photo that represents you. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Make use of professional names only. Stay away from the use of gimmicky nicknames. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Remember that professional headline branding is very critical. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Include information in your headline that draws the attention of your potential visitor so they would want to find more about you. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Put yourself in the shoes of the target visitor. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 7 Optimize your location.

- 8 Do the customization of your Profile URL.

- 9 Get in the habit of updating your status regularly.

- 10 Share insights, thoughts and relevant news that can interest your target visitors regularly.

- 11 Expand your professional headline and give support for it.

- 12 Connect with your past completely. Don't just stop at your current employer.

- 13 Restore old ties with valued professionals in relevant networks.

- 14 Ensure the use of keywords. Search for them and apply that knowledge to your profile.

- 15 Build your credibility with the use of recommendations.

Notes



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16 Manage and don't ignore endorsements. Allow them to show off your skills and give your profile more credibility.

17 Make sure that you are easy to contact. Include your contact details. Set up to three websites and a Twitter for people to see.

Notes