



Building Your LinkedIn Profile Checklist

- ✓ Select a work appropriate Profile Photo
- ✓ Add a Header Photo/Banner
- ✓ Customize your URL
- ✓ Set your Profile Headline
- ✓ Fill out the "Summary" or "About" section
- ✓ Grow your LinkedIn network
- ✓ List your relevant skills and manage your endorsements
- ✓ Endorse your connections
- ✓ Give and Request Recommendations
- ✓ Share relevant content from your LinkedIn feed
- ✓ Add comments to your shares and posts that add value
- ✓ Follow relevant influencers in your industry
- ✓ Join professional interest groups on LinkedIn
- ✓ Remember to keep LinkedIn more professional than other social media sites



LinkedIn