LinkedIn: PROFILE CHECKLIST

MY PROFILE:
☐ uses a customized LinkedIn URL.
☐ contains contact information (email, phone, website, social media) that is current and correct.
☐ includes spelling and grammar that are correct.

PROFILE/BACKGROUND PHOTOS:
☐ my background photo is thoughtful, industry appropriate, high-resolution, showcases personality and reinforces my brand. Two sites that are great for license-free, high-resolution images are: www.unsplash.com, and www.pexels.com. Note: the aspect ratio for LinkedIn banners is 4:1, and the recommended resolution is 1584 pixels by 396 pixels (choose something close or slightly larger).
☐ my profile photo is current, taken within the last 24 months, or after a style change.

MY HEADLINE:
☐ in 220 characters, answers key questions: Who am I? What is my value proposition? Why am I credible?
☐ includes at least one of the following: accomplishment, metric, award, key skills, a call to action.
☐ does not include wording such as “Seeking Opportunities,” “Looking for New Opportunities,” or “Currently Unemployed”.

MY FEATURED SECTION:
☐ highlights samples of my work and professional identity.
☐ includes various forms of media (LinkedIn posts, LinkedIn articles, links to web content, photos, documents or presentations).
☐ has been organized to display the most relevant and engaging content first.

MY ABOUT SECTION:
☐ starts with a powerful preview - the first 2-3 lines are engaging and encourage people to read more.
☐ contains relevant keywords, is written in the first person, and reinforces my brand.
☐ utilizes as many characters as possible (2600 max.), is easy to read, uses limited special characters.
☐ contains accomplishment-based statements that include measurable results.

MY EXPERIENCE SECTION:
☐ contains different but supplemental information to my resume, and utilizes rich media (links, docs, presentations, websites, etc.).
☐ is accomplishment based with measurable results, and does not list job duties from a job description or statements copied off my resume.
☐ highlights features (biggest, best, boldest, firsts) of your past employers that elevate your brand.

MY EDUCATION, VOLUNTEER and CERTIFICATIONS SECTIONS:
☐ contains rich media and relevant degrees, diplomas, certificates.
☐ includes professional designations, licenses and certifications or professional memberships.
☐ includes positions that demonstrate contribution to my industry/profession, and show that I am passionate about causes and organizations.

MY SKILLS AND ENDORSEMENTS:
☐ are related to my profession, industry, or career goals and demonstrate variety.
☐ are listed in order of importance – the most relevant skills are pinned to my profile.

MY RECOMMENDATION SECTION:
☐ has at least 3 recommendations I have received, and at least 3 which I have given.
☐ includes recommendations from different contacts (managers, supervisors, customers, clients).