

## LinkedIn **in** CHECKLIST

### **BRANDED BANNER**

*Have you updated your banner has been updated from the blue/green banner?*



### **PHOTO**

*Is your photo professional and you are seen as being warm and engaging?*



### **PUBLIC PROFILE**

*Have you created a personalised URL?*



### **CONTACT INFORMATION**

*Have you added or edited your contact information to include email, phone number and website, where appropriate?*



### **KEY WORD RESEARCH**

*Have you researched the key words for your industry / job role. Cover them within your Headline, Title Fields, Summary, Interests and Recommendations.*



### **COMPELLING HEADLINE**

*Have you created a compelling headline? Give connections a reason to connect with you. You have 120 characters for this section (on a desktop), 240 characters on a mobile.*



### **ABOUT**

*This is your call to action. You have 2600 characters to show off your skills and achievements and what you would bring to an organisation.*

*Brief summary of you and what you bring to an organisation.*

*My value to an organisation is:*

*What makes you different?*

*Key Achievements to date:*



### **POSTS**

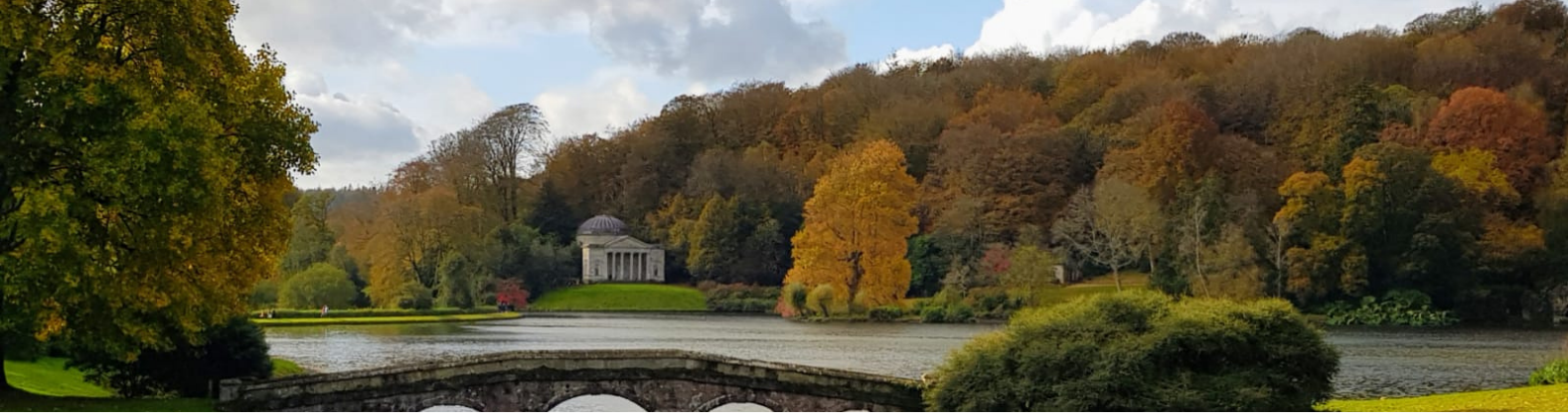
*Write articles or blogs which support your credentials in your chosen industry. Can people see that you are an expert in your field?*



### **EXPERIENCE**

*Have you added on details of all roles from the last 10 years? Does it mention your relevant achievements and areas of expertise?*





## LinkedIn **in** CHECKLIST

### **EDUCATION**

*Have you detailed on any school / college / university qualifications? You don't need to add in dates for this section if you feel that it would disadvantage your applications.*



### **LICENCES AND CERTIFICATIONS**

*Have you got any on-the-job licences / certifications that support your profile such as qualifications such as Prince2, CIPD qualifications, ACCA, AAT?*



*Have you been on any courses that would support such as FLT, first aid, mental health training etc.?*

### **SKILLS AND ENDORSEMENTS**

*Have you added on your key skills (you can have up to 50). Have a look at your current skills as to whether show off your skills for the type of roles you are applying for. Be sure that they are listed in order of importance.*



*Have you got connections to endorse these as this adds weight and credibility to your profile when recruiters or network contacts are connecting?*

### **RECOMMENDATIONS**

*Have you request recommendations from your connections to demonstrate your abilities?*



### **HONOURS AND AWARDS**

*Have you achieved any awards or honours during your career?*



### **VOLUNTEERING**

*Are you involved in any volunteering opportunities?*



### **INTERESTS**

*What areas interest you as you will get to see posts from people within this interest area?*

