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LINKEDIN PROFILE CHECKLIST

JOIN THE CONVERSATION AND KICKSTART YOUR JOB SEARCH.

USE THIS CHECKLIST TO HELP YOU CREATE A KICK-ASS ONLINE PRESENCE THAT
CAN HELP YOU TAKE YOUR CAREER TO THE NEXT LEVEL.

01

PROFILE SETUP

Check off each of these tasks as you put together your awesome LinkedIn profile. A solid profile helps recruiters find YOU.

02

DAILY CHECK-INS

LinkedIn is social media—so be social! Check in daily or weekly to complete these tasks and see your network grow.

03

THE JOB SEARCH

LinkedIn is THE tool for getting found by recruiters. Check off these tasks when you're in job hunting mode.



PROFILE SETUP

YOUR FIRST STEP TO LINKEDIN DOMINATION

LINKEDIN PROFILE CHECKLIST

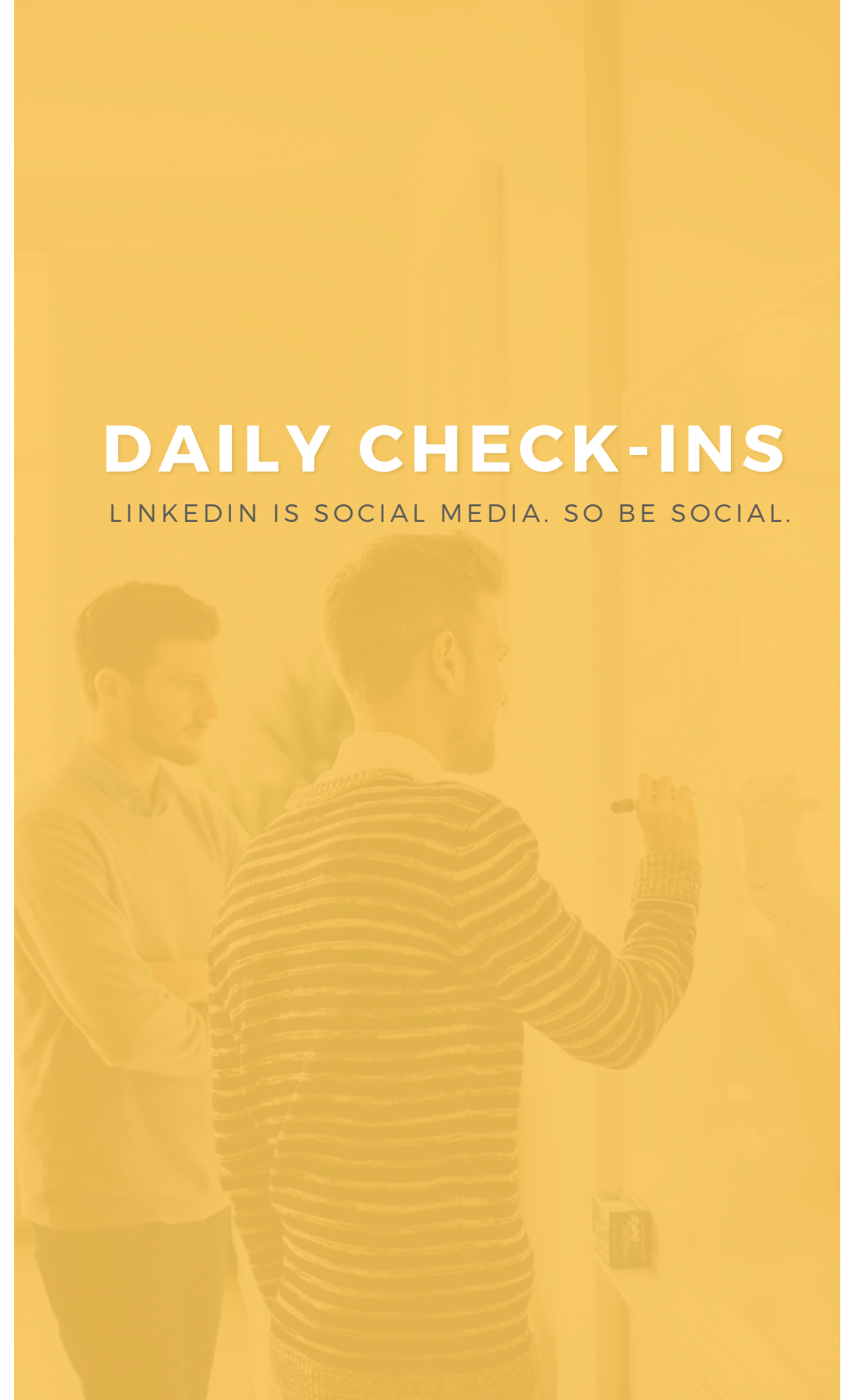
- SETUP A UNIQUE VANITY URL**
Go to 'View Profile' > 'Edit Public Profile & URL' > 'Edit Public Profile URL'
- UPLOAD YOUR PROFILE PHOTO**
Keep it professional, yet approachable. And show some personality!
- UPDATE YOUR TITLE**
Be sure to use targeted keywords to help recruiters find you.
- COMPLETE YOUR PROFILE SUMMARY**
Be sure to use targeted keywords and list your specialties.
- ADD IN ALL OF YOUR WORK EXPERIENCE**
Don't forget to mention your key projects and accomplishments.
- CREATE NEW PROFILE SECTIONS**
Follow LinkedIn's prompts and add in all profile sections that are relevant to your experience. Include Education, Languages, Volunteer Experience, Courses, etc.,
- UPDATE YOUR FEATURED SKILLS**
Don't forget to set your endorsement settings to allow people to endorse you.
- ASK FOR AT LEAST 3 RECOMMENDATIONS**
To start.
- WRITE AT LEAST 3 RECOMMENDATIONS**
To start.

LINKEDIN PROFILE CHECKLIST

- INVITE CONNECTIONS TO JOIN YOUR NETWORK**
Don't just send the default invitation; add a personal note to each invite.
- ENDORSE YOUR CONNECTIONS' EXPERTISE**
Take a minute to visit a new profile and endorse your connections' skillset.
- LOOK THROUGH THE NEWSFEED**
Engage your colleagues and keep the conversation going with comments and Likes.
- TRY TO CONNECT WITH AT LEAST ONE PERSON**
Send a personal note, a thank you or congratulate a peer on their promotion.
- PUBLISH A POST**
Take the opportunity to share your opinions and show your expertise by writing and publishing a post on LinkedIn.
- SCROLL THROUGH THE OPEN JOB POSTINGS**
Stay on top of opportunities in your field, and let your connections know when you see a job that's right up their alley.
- UPDATE YOUR PROFILE**
Keep your work experience and accomplishments up to date. Add in new projects, courses and accomplishments as they happen.

DAILY CHECK-INS

LINKEDIN IS SOCIAL MEDIA. SO BE SOCIAL.



THE JOB SEARCH

WHERE ALL THAT HARD WORK PAYS OFF

LINKEDIN PROFILE CHECKLIST



RESEARCH COMPANY PROFILES

Research companies to whom you're applying to give your cover letter and resume an edge, and to help you prepare for interviews



TURN ON THE BAT SIGNAL

Use the Open Candidates feature to let recruiters know you're open to new positions. Be aware though, that LinkedIn does not guarantee your privacy, so use with caution.



SPREAD THE WORD

Tell your friends and network connections that you're looking for a job and ask them to let you know if something suitable become available in their company.



SIGN UP FOR JOB ALERTS

Download the LinkedIn app and have real-time job alerts sent straight to your phone



CONNECT WITH THE HIRING MANAGERS

Questions about a job posting or what it's like to work for a particular company? Reach out to their recruitment team to get some of your questions answered.



FIND OUT WHAT YOU'RE WORTH

Check out LinkedIn's Salary Feature to see what pay ranges you can expect for specific roles in your market area. Very useful for prepping for awkward salary interview questions.

**“Be so good they can’t
ignore you”**

Steve Martin

Get in Touch

A kick-ass LinkedIn profile will make it easier to score your dream job. Unless your dream job finds you first.

Questions? I'd love to hear from you!

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