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**LinkedIn Checklist**

As a business networking site, LinkedIn is one of the best. There are a number of ways to market yourself and your business without a lot of hassle. Use this handy checklist to make sure each step is taken care of and that you don’t leave anything important out.

## Setting Up

* I have signed up for an account.
* I have created a rock-solid profile that includes:
  + Information that conveys what my business or brand is about.
  + A summary of who I am, what I do and who my ideal followers are.
    - It’s keyword rich
    - Is written in first-person
    - Contains contact details
    - Includes my website URL, blog link, company URL, social networking accounts and sites that provide professional information about me.
      * Customize the links with keywords
  + Employment & education history
  + Skills and Endorsements
  + Volunteer experience & supported causes
  + A professional headshot myself (not a casual selfie) that takes up 60% of the frame.
  + Projects you are proud of that are relative to your goals (use links!)
  + Work samples, publications, awards, etc.
  + My professional certification like MD, DDS (optional)
* I added a video to my profile (under summary works)
  + Make the video short, no more than a minute or two.
  + Ensure that your lighting is great so that your face shows up well
  + Dress appropriately (hey if they only see your head, just wear a nice shirt)
  + Practice what you’ll say
  + Remember to talk directly to your audience and look at the camera
  + Tell them what problems you solve for them
  + Give them an idea on how to contact you and tell them to read your entire profile.

## Getting Started Tips

* Establish your professional goals for using LinkedIn. Keep this in mind with everything you do on the site.
* Request recommendations from people you have worked with in the past.
* Request recommendations from new customers/clients as you complete their projects.
* Under “settings” you can adjust your activity broadcasts, who can view your activity feed, etc.
* Include short links in your updates to generate higher engagement.
* Use a link shortening service like <http://bitly.com> to create short links for your updates.
* Updates that help your followers be more successful covert a higher number of viewers into loyal followers.
* Check your profile regularly to keep it updated.
* Post an “update” a few times a week
* Publish a post at least weekly
* Start new discussions in other people’s groups weekly
* Start new discussions in your space a few times a week
* Add documents, photos, and links to your work and presentations that are relevant.
* Ask one or two people a week for a recommendation (make it personal and only ask those you know)
* Comment on discussions and engage with other members
* Invite at least one person a week to connect with you
* Ask for introductions
* Set aside time each week to work on your LinkedIn Page
* Consider starting a company page
* Use many types of content such as text, presentations, documents and photos.
* Include most of the following: Links, Call-to-actions, Current Events, a Product or a Service.
* Ensure most of your updates are organic and they all offer value.
* Make your content compelling.
* Follow people strategically; seek out your competition and their audience.
* Know your ideal follower & focus on them.
* Get and stay organized so you don’t waste time.
* Use the search feature to help you find people to follow. Only follow relevant people.
* Join and actively participate in targeted groups
* Brand any image you use on LinkedIn
* Recommend others without them having to ask (but only if you feel they are worthy of it)
* Call people out to thank them, congratulation them or to bring attention to them. (and yourself)
* Ask questions of your viewers
* Ask for help when you need feedback or are looking for a recommendation about a product or service you are interested in
* Share resources and freebies
* Hold a contest
* Offer a sneak peek or behind the scenes look at your product, your business or whatever customers may be interested in but normally don’t see.
* If you have products, share images of them with links back to your sales pages.
* Share business related photos; photos of your business, events you’re attending, training seminars, etc.
* Share job openings within your company
* Post inspiration, motivation, advice and humor posts.
* Share business related announcements; product launches, awards, new staff, etc.
* Post Industry related articles that would be of interest to your followers
* Follow and engage with industry influencers.

Use this checklist for at-a-glance tips for setting up and using LinkedIn.