

EXECUTIVE BRANDING SOCIAL MEDIA CHECKLIST

Are you using social media effectively to promote yourself and your business? Let's start with your LinkedIn presence...

CHECK



1. Photo

- Is your headshot recent?
- Are you smiling?
- Are you wearing professional attire?



2. Headline

- In addition to your title, does your headline include at least one of the following?
 - The type of problem you solve
 - The type of solution you sell
 - The type of people you help
 - The value people get from working with you



3. Contact Information

- Have you included your business email and phone number?
- Have you added links to your company's website, blog and one other page?
- If you are on Twitter, have you added your Twitter handle?
- Have you customized your LinkedIn profile URL so it is easy to remember and share?



4. Summary

- Does your summary talk to customers and partners (instead of recruiters)?
- Does your summary begin with something interesting, such as a story or a quote?
- Does your summary explain why you do what you do?
- Have you uploaded good introductory materials, such as a brochure, PowerPoint or video, so people have a next step after viewing your profile?



5. Experience

- Do your job descriptions include what the company did, what your role was, what your responsibilities were?
- Do you quantify accomplishments?
- Do you have any recommendations?



6. Skills

- Have you chosen at least 30 skills that include:
 - ♦ Industry skills, including hot-button issues
 - ♦ Job-related skills
 - ♦ Leadership and management skills



7. Other sections

- Have you used the Volunteer or Organization sections to show that you give back?
- If relevant for you, have you included the following?
 - ♦ Certifications
 - ♦ Honors/awards
 - ♦ Foreign languages



8. Being findable

- Are you using keywords on the profile to help people find you?
- Are you in the same groups as your customers and prospects?
- Are you connected to association executives, editors, consultants and other industry influencers who are likely to be connected with your customers?



9. Building relationships

- Are you following your customers, partners and prospects?
- Are you checking your news feed at least once a week so you can like, comment on and share news from people you want to engage with?
- Do you regularly share interesting articles and blog posts with your connections?



10. Blogging

- Are you using your LinkedIn blog to share insights, educate people and maintain mindshare?
- Are you using LinkedIn's Sponsored Update ads to get your blog posts in front of the people you want to reach?

Need Help?

Have the social media experts at ProResource give you a strong social media presence. Promote your business, build your audience, get people to engage with you, and make faster progress towards your business goals.

Take advantage of executive branding programs where we do the work for you or get social media coaching so you are comfortable being active in social media yourself. Programs start at \$395/month.

