

Are you using LinkedIn as effectively as you could be to build your personal brand, promote your business, and make progress on critical initiatives?

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?
- Added links to your company's website, blog and one other page?
- Added your Twitter handle (if you are on Twitter)?
- Customized your LinkedIn profile URL so it is easy to remember and share?



4. Summary

Does your summary:

- Speak to customers, partners, key hires and stakeholders?
- Begin with something interesting, such as a story or a quote?
- Explain why you do what you do?
- Include 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. Accomplishments

Have you:

- Shared your traction, successes, honors and awards?
- Included articles by and about you, certifications and patents?
- Added items that show you give back?
- Revealed quirky details to show your personality?



8. Being Findable

Are you:

- Using keywords to help people find you?
- Engaged in the same groups as your customers and prospects?
- Connected to association executives, editors, consultants and other industry influencers who are respected by your customers?



9. Building Relationships

Are you:

- Connected to customers, partners, employees and stakeholders?
- 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?
- Regularly sharing interesting articles and blog posts with your connections?



10. Thought Leadership

Are you:

- Using your LinkedIn blog to tell stories, share insights, educate people, and maintain mindshare?
- Using native video to build trust?
- Using LinkedIn's Sponsored Content ads to get your blog posts and videos in front of the right people?

Need Help?

Have the social media experts at ProResource help you create and maintain a strong social media presence. Build your personal brand, expand your reach, attract the right people, promote your business, and make faster progress on key initiatives. Done-for-you services and social media coaching allow you to leverage your time efficiently and maximize results.