

# LINKEDIN PROFILE CHECKLIST: EMPLOYER BRAND



In recruiting mode? Prospective employees will check you out on LinkedIn. They want to understand your company culture, your vision for the business, and who you are as leader.

Your LinkedIn profile should be written to promote your business as a great place to work. Highlight the career opportunity, including the growth potential for the business, the opportunities for employees to learn and explore, and the caliber of the people they will work with.

Showcase your culture and provide visibility into your management style. People who are a fit will get excited, while those who are not can avoid wasting their time – and yours.

Use the checklist below to make sure you've included the right information on your LinkedIn profile. A strong employer brand attracts the people you want and makes hiring much easier.



## HEADSHOT

- ☐ Cropped to show your face.
- ☐ Professional attire and background.
- ☐ Visible to everyone (not just connections).
- ☐ Add the #Hiring photo frame to your headshot. (You must have a current job posting on LinkedIn to use this feature.)



## NAME

- ☐ Add gender pronouns.
- ☐ Record the correct way to pronounce your name.



## HEADLINE

- ☐ Start with your title and company name.
- ☐ Incorporate keywords that tell potential employees they are in the right place. Include keywords related to your industry, product category, technology, etc.
- ☐ Mention awards, such as Best Places to Work or Inc. 5000, that are relevant to the candidates who are checking you out.



## HEADER BACKGROUND GRAPHIC

- ☐ Use a photo of your team or a collage of team photos. Alternatively, show your solution or the kind of customers you have.
- ☐ Add your logo or tagline at the top or far right, where they won't be covered by your headshot.





# EMPLOYER BRAND



## CONTACT INFO

- ☐ Use the three website links to drive traffic to your website's Careers page, Glassdoor or another employee review site, and the About page on your website.
- ☐ Consider providing a way to contact you directly.



## ABOUT

- ☐ Articulate your vision for the business. What problem do you solve? Who do you solve it for? What is your innovation? What results do you deliver?
- ☐ Talk about your culture. What kind of people do you look for? What do they gain by working for you?
- ☐ Talk about your leadership style. How do you think about your role? Why does what you do matter to you?
- ☐ Include elements that build credibility, such as well-known customers, number of users, and customer results. Also include your career highlights, such as previous exits.
- ☐ Consider including a call to action, such as the URL of your website's Careers page.



## FEATURED

- ☐ Link to the most impressive or most recent articles about your business, especially any that feature your culture or team.
- ☐ Include a video where employees talk about what they love about your business.
- ☐ Highlight recent interviews or podcasts where you talk about your vision and your culture.



## EXPERIENCE

- ☐ Explain what your current company does in more detail, focusing on the opportunity.
- ☐ Show your appreciation for your team and your customers.
- ☐ Highlight relevant expertise and experience you gained in previous jobs.



## VOLUNTEER

- ☐ Include current and previous volunteer activities to show that you give back and care about your community.
- ☐ Provide a short explanation of what each organization does and why it's important to you.





# EMPLOYER BRAND



## EDUCATION

- ☐ Include all degrees, with the highest degree at the top.
- ☐ Consider mentioning sports, Greek life, or other activities to build rapport.



## OTHER

- ☐ Honors and awards, especially any related to culture or growth
- ☐ Patents
- ☐ Certifications
- ☐ Books or articles you have written or contributed to
- ☐ Articles published in mainstream or industry press about you or the business
- ☐ Languages you speak, including proficiency
- ☐ A quirky detail or two, such as that you speak Klingon, to show your sense of humor and make you more memorable.



## NETWORK

Larger networks are more impressive. Connect with:

- ☐ Employees
- ☐ Thought leaders
- ☐ Other people your employees and prospective employees will recognize and respect
- ☐ Customers
- ☐ Partners



## ACTIVITY

- ☐ Interact with employees. It's especially important to welcome new employees and congratulate those who receive awards or industry recognition.
- ☐ Engage with customers, partners, subject matter experts, influencers, and thought leaders in your industry.
- ☐ Treat everyone with kindness and respect.

Your primary focus should be on telling the story of the career opportunity – both the potential for the company to grow and for employees to have a meaningful role. Include the information you want prospective employees to have before a job interview, so they arrive better prepared and pre-sold.

Provide insights into who you are as a leader, so the right people get excited about joining your team. Allow your personality, humility, and sense of humor to show.

Need help? We can write your LinkedIn profile for you AND create a LinkedIn employer branding strategy that will work for your unique situation.



*Get more tips about employer branding! Join us on a webinar or LinkedIn Live.*  
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