

LINKED IN CHECKLIST – BASIC ESSENTIAL

Profile Picture	High quality shot, easy to see your face, current, not from 10 years ago.
Background Picture	Including your branding - 1584 (w) x 386 (h). Be creative add some text.
Headline	220 characters make good use of them. Yes, include that you are a speaker but lead with your expertise. This is the first thing people will read make it count.
Providing Services	This sits under your headline, don't forget to fill this in, show the services you provide.
About	Write in the first person. Show some personality. Start with the most important information. Include keywords. Include a testimonial or two. End with a call to action. You have 2000 words here, use them.
Featured	Many people don't use this section and it's a shame. Have your 3 most important items featured – only 2 and a half are fully visible. If you have a showreel make that one of the featured items.
Activity	This shows all of your posts, articles, comments, likes. Make sure that they all count. Show up at least 3 times a week with some content, posts or articles. When commenting add useful insights – at least 5 words. And share other people's content too. Articles are evergreen, posts are not.
Experience	Make sure that you not only list your experience but also some detail that is relevant to your expertise.
Skills	You can add 50 skills. Make sure you add those you most want people to know about.
Recommendations	Get at least 10 recommendations – give a recommendation for each one you receive, not necessarily back to the person recommending you but pay it forward.
Some important settings	Make sure you create a custom URL – mine is https://www.linkedin.com/in/maria-franzoni/ Visibility – review the settings here as to how you are seen on and off LinkedIn Privacy – Do you want others to see your connections?