



## LinkedIn Checklist: *Don't Just Park There: Drive It!*®

Use this checklist to revamp your LinkedIn profile. This only scratches the surface on what LinkedIn can do for you, but it will give you a good start. Be competitive: be visible on LinkedIn!

**Tip:** Always write down your login information somewhere safe so that you don't forget it and are forced to establish a whole new profile. We've seen that happen way too often!

### Name

Your name goes here. Use the name that you use in business. If your given name is Leland but you call yourself Jay, use "Jay".

### Title/Tagline

Whether or not you're in a job right now, you are still a Marketing Manager or Business Analyst or whatever your title. So make sure what you write here focuses on YOU, not your current or former company, and that it is searchable. By "searchable" we mean two or three titles that apply to you; avoid using "in transition", "student", or "unemployed". Those terms will *not* help you get found. "Future Project Manager" will, if that's your goal.

### Industry

Be sure to use something current for your field. For example, use "wireless" or "VoIP" instead of "telecommunications", because these are more searchable today.

### Connections

It's increasingly important today that you connect with employed people, whether you are in a job or between jobs. Why? Because LinkedIn is making available to companies the ability to source new employees from their *current* employees' connections. As Joanne says, "Hang out with the employed."

### Background/Summary

This is like your resume's Professional Summary: broad-brush info about you, with mention of success stories. But do not just *duplicate* what's on your resume, instead, add it in and then include more material. This Summary section is the longest in the profile, so use the space. Use lots of keywords. Also: We do not recommend "importing" your resume, which LinkedIn nags you to do or its system will simply plug in pieces of your resume where IT thinks it should go. Instead, YOU should input info from your resume to where it best fits.

### Skills & Expertise

Point out your strengths and skills here. Be sure to use key words here and *throughout* your profile, so that recruiters, HR, and hiring managers can find you! Get endorsements from former and current managers, coworkers, colleagues, internship supervisors, faculty, those who have reported to you.

### Experience

*Don't* put every bullet on your resume here, but do put most. And you want numerous keywords here, so that you *get found* by hiring managers, recruiters, and HR who use tools that find candidates. Go back only 10-12 years.

### Education

Insert relevant education. LinkedIn insists on dates, but ignore their prompts. HR really doesn't want to see them.

### Additional Information

- Groups and Associations: Join some of these, then list them: it reinforces your career dedication and interests. Then explore them for potential networking contacts. This is how you expand your network! Think *profession*, *industry*, and *geography* as you network. Recruiters and hiring managers lurk here!  
- Be sure to insert your *career* interests here, with only a *few* personal ones. Insert keywords here, even if you've put them elsewhere in your profile; repetition is important in LinkedIn.

### Contact info:

Be sure you're easy to reach! Nothing spoils a great profile more than the reader not being able to reach you easily, especially if they have a job they want to talk with you about. Insert your email address at the very least, and phone number if possible. You can add these in, in the *Summary* section.

You should "work" LinkedIn every week for at least 10-15 minutes. Experience shows that those who keep their profile active ("driving it", as I like to say) show up higher in employer and recruiter searches than those who do a profile and never go back to update it ("parking there").