LinkedIn Checklist

Use the following checklist to freshen up your LinkedIn profile, and to take advantage of the latest changes the site has made. It has a more modern look and feel to it.

Create a new background image for your profile page. The size should be 1536 x 768 pixels – Canva.com has templates that you can use.

Profile images are now displayed in a circle. Check that yours looks good and adjust if necessary.

Update your Profile and pages such as Experience etc. to reflect the latest changes in your business.

Check that your website links are still current, update them. Notice that the links are displayed with a plain URL and your description after it.

Create a company page if you do not have one, or update your current one.

Add your achievements to the Accomplishment tab.

Test out the new, sleeker search bar and connect with new users in your niche.

Visit the Notification area and update your connections. It’s much easier to manage now.

Create your first LinkedIn Pulse article.

Visit the Groups section and click on the Sort Icon. Arrange your groups in order of display preference. Edit your settings via Member Settings.

Familiarize yourself with the Messaging section.

Respond to messages with a more personal response, instead of a ‘Canned’ reply.

Get into the habit of leaving comments, especially on profiles where you are trying to get noticed.

Make a point of visiting LinkedIn and using your account on a regular basis.