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.