

Do You Have A Power Profile? LinkedIn Checklist

Settings

1. Have I ensured that sharing profile updates is switched off?
2. Have I privately indicated to recruiters that I am open to opportunity and used the settings and space available to indicate what opportunities would interest me?

Images, Headline & Summary

3. Do I have an professional looking headshot?
4. Am I taking advantage of the space in my background image?
5. Does my headline explain who I am/ what I do?
6. Have I indicated what opportunities I am looking for (if appropriate)?
7. Are the first two lines of my profile compelling - would they make the reader click 'see more?'
8. Is the rest of my summary well written and engaging? Have I used keywords that will help me show up in relevant searches?
9. Have I included any media to make it content rich and engaging?

Experience

10. Have I linked my roles to the company page (if they have one) to ensure I show in relevant searches?
11. In each experience description have I summarised what the company does, my role and its purpose?
12. Have I included bulleted key achievements? Are these really achievements or just responsibilities?
13. Have I been sensitive about any company confidential information?
14. If I have held more than one position in each company - have I made that clear?

Skills & Endorsements

15. Do I have relevant skills listed?
16. Are they up to date? Have they changed since I last added to them?
17. Have I set to 'yes' the settings that will encourage others to endorse me and me to endorse others?
18. Am I only endorsing others for skills I know them to possess - that I have directly experienced?

Recommendations

19. Have I got recommendations for each of the companies / roles listed in my experience section?
20. Do I have recommendations that evidence and verify the skills and experience displayed?
21. Have I got recommendations from a mix of peers, seniors and juniors?

Accomplishments

22. Have I completed all relevant sections in my accomplishments section:
 - a. Certificates (relevant to my current or future role)
 - b. Courses (internal and external courses I have undertaken relevant to my current or future role)
 - c. Languages (if you are fluent in more than one)
 - d. Projects
 - i. Have I created compelling titles?
 - ii. Have I crafted a succinct case study using the STAR framework? (Situation, Tasks, Actions, Results)
 - iii. Have I added a link if possible?
 - iv. Have I added contributors if appropriate?

Building My Network

23. I connected with past and present colleagues that I wish to connect with?
24. I connected to other subject matter experts in my field of specialism?
25. I connected to people working at the organisation's I would consider working for in future?
26. There professionals in my industry that I would like to connect with? (search by job title / groups)

Strategic Activities

27. I follow companies that I would consider working for in the future?
28. I interact with, like / comment on / share their content?
29. I update my status regularly with content relevant to my network?
30. I recently sent value adding content to specific individuals in my network?
31. I an active member of relevant industry groups?
32. I write any articles of my own demonstrating my passion and expertise in my chosen field ?