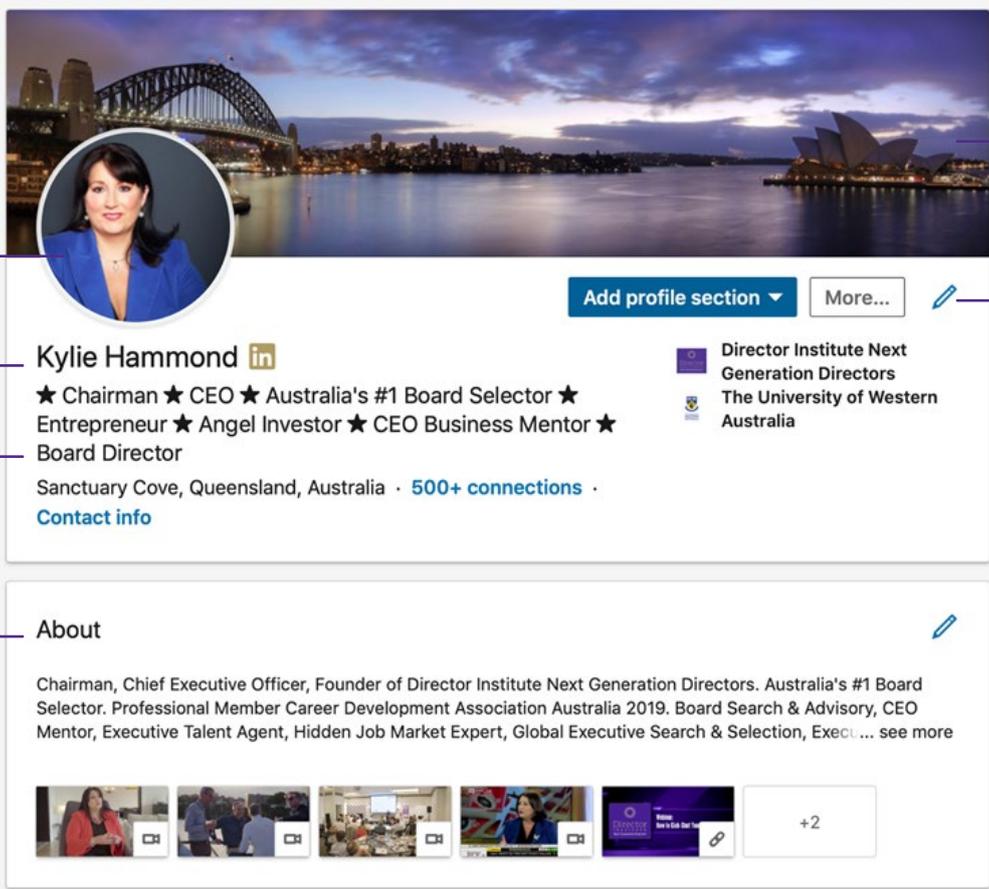


LinkedIn Profile Checklist

This checklist is a summary of must dos for an effective LinkedIn Profile.

Your LinkedIn is not a resume, it is an online marketing profile.

The LinkedIn Guidelines document contains comprehensive guidelines on how to build your LinkedIn, and what content to include.



The image shows a LinkedIn profile for Kylie Hammond. Numbered callouts point to the following elements:

- 1: Profile picture (headshot)
- 2: Name and headline
- 3: Location and connection count
- 4: About section
- 5: Banner image
- 6: More options menu

1. Headshot: Does it look like you?

Your profile picture should look like you! Ideally, it is less than 2 years old and reflect your current hairstyle and weight. People should be able to recognise you when you walk into a meeting. For a nice, clean headshot, there is a free tool called Remove.bg that crops around your head to remove the background.

2. Name: Is it what people know you by?

If you have recently married and changed your surname, you may like to include your maiden name as well. eg. Mary (Smith) Brown. Or if everyone knows you by a nickname, use that as well.

3. Headline: Does it say what you do?

This is where you put your role, who you help and what you do. It's what people will see beneath your name on LinkedIn and it's what they'll continue to see as they interact with you. That's why it's so important to consider what you write here. Use language your customers would use rather than industry or business jargon. eg. **"Mortgage & Finance Broker"** instead of **"Director of XYZ Corp"**

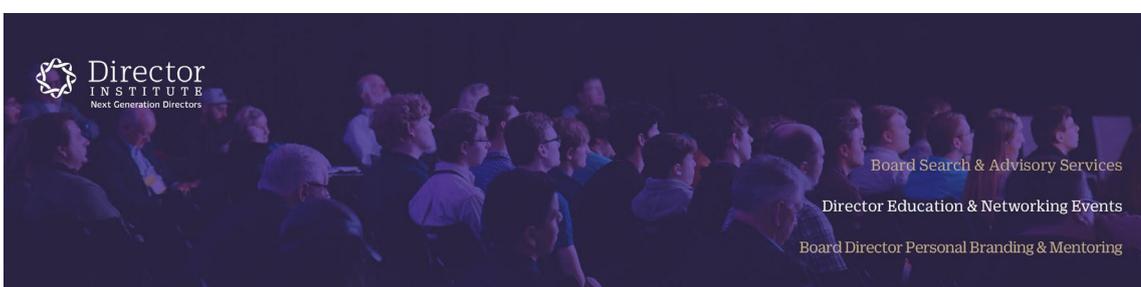
4. About: Does it explain who you help?

Review your **About** because now you have 2000 characters to use. 40% of the words appear 'above the fold'. Use this space wisely to explain who you help and how you help them.

I recommended formatting using some bullet points to make it easy for people to scan. It's a great idea to add PDFs or videos to the **Media** section at the very bottom. The **About** section is what people will most likely read when they do their research and **google** you before they contact you. Make sure it reflects who you are.

5. Background Image: Do you have one?

Have you put up an appropriate background image? Ditch the boring, default blue background image. They recommend an image size of 1,584 x 396 px. You can use Canva for free to create a perfectly sized background graphic. See some examples:



6. Contact Info: Can people reach you?

Check your **contact info** is exactly what you want your contacts to be able to see. If you're in a sales or business development role it is usually advantageous if contacts can find your **email** and **cell / mobile number**.

7. Experience: Have you fleshed this section out?

In the Experience section, LinkedIn allows you to go into more detail about all the aspects of your roles at various companies you've been with. It's worth describing your professional journey and also explain the various ways you can help your clients under each section.

8. Custom URL: Have you reserved yours?

You can create a Custom URL for your LinkedIn Profile for free. Edit this via Public Profile & URL in the top right hand side.

Change your LinkedIn URL from a clumsy sequence of numbers and letters like this to a nice clean URL

9. Follow this link to get your Social Selling Index report from LinkedIn.

In short, it's a value assigned to **your social** media activity on LinkedIn and how it is likely to inform what others think of you

Review your SSI here:

<https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi>

A well optimised LinkedIn Profile will make it easier to connect with your ideal clients.

10. Put in time to make your profile stand out – no-one can “sell” you like you can.

This is your professional social media – it needs to reflect who you are professionally to the world. Be warm, welcoming and engaging.

Examples of some of the best LinkedIn Profiles

Example #1 — Bruce, Senior Recruiter

Example #2 — Katrina, Developer

Example #3 — Shanay, Executive Assistant

Example #4 — Daniel, Software Engineer

Example #5 — Karen, Creative Director

Example #6 — Gijo, Chief Product Officer

Example #7 — Katie, Real Estate Agent

Example #8 — James, Senior Software Engineer

Example #9 — Rachel, Human Resources Manager

Example #10 — Aliza, Product Marketer



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