

LinkedIn Checklist:

Tips & Tricks for a Strong LinkedIn Presence



- 1. PROFILE + COVER PHOTO**
Choose a professional headshot for your profile picture. Use a cover image that represents your personal brand.
- 2. TAGLINE + BIO**
Tagline should be brief, and include your current position or goal. Bio should be concise and focus on YOUR skills.
- 3. LOCATION**
Set your location to the city or region you want to work in so potential employers can find you.
- 4. CONNECT + FOLLOW**
Connect with your professional contacts to grow your personal network. Follow thought leaders and companies you're interested in working for.
- 5. INTERACT + TAG**
Share posts from companies, trade publications or industry leaders. Tag speakers or professionals from events you attend.
- 6. USE RELEVANT HASHTAGS**
When creating your own posts or sharing content, use hashtags relevant to your field, industry or goals.
- 7. START A CONVERSATION**
Engage with the pages and people you follow. Don't be afraid to reach out first to start the conversation.
- 8. EXPERIENCE**
Include your relevant experience and accomplishments as well as list your education and volunteer involvement.
- 9. JOIN GROUPS**
Seek out job-seeker or networking groups and join them. Check these regularly to look for events & advice.
- 10. DON'T BE CONTROVERSIAL**
Avoid being too salesy or putting out inflammatory, political or religious commentary.