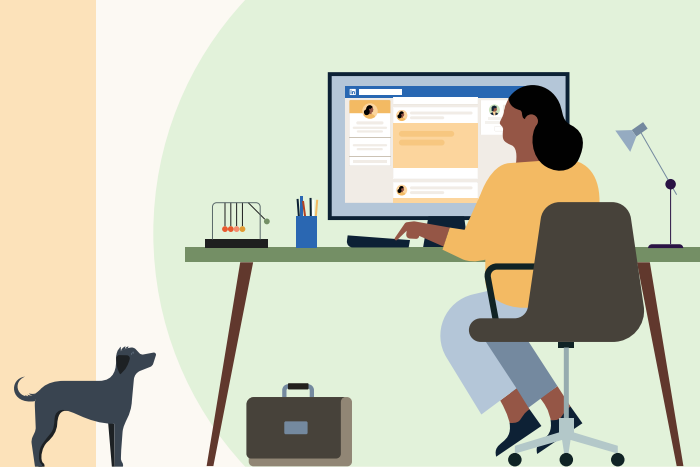


LinkedIn for Small Business 101

Use this checklist to grow and nurture your small business network.



Set your profile up for success

- Add a profile picture.** A simple and clean photo from your phone works great.
- Update basic info.** Details like your industry, contact information, and headline are key.
- Showcase your services.** Add any services you provide to the top of your profile.
- Write a compelling summary.** Share more about you and your business.
- Highlight media.** Add media such as your website, articles, etc. in the Featured section.
- Detail your work experience.** We recommend 2-3 bullets per job.
- Add validation.** Gather skill endorsements and recommendations from your network.



Optimize your Page

- Fill out your description.** We suggest 2-3 paragraphs.
- Add a logo and cover image.** If you don't have a logo, make a free one at [Canva.com](https://www.canva.com).
- Confirm your basic info.** Your website URL, location, and company size are key.
- Add the LinkedIn "Follow" button** to your website.
- Invite connections** to follow your Page, and link your Page in other areas where relevant (like your email signature).
- Review your Page analytics** to see what content resonates most with your audience.
- Find new content to post** through our content suggestions tool at the top of your page.



Expand your network

- Grow your connections.** Find people in your network to connect with using the address book import and "People You May Know" features.
- Connect with people outside of your network.** Make sure to include a note and aim for meaningful interactions.
- Find relevant content.** Join groups and follow pages (like the [LinkedIn for Small Business Page](#)) to stay in the know.
- Engage with content.** Respond to content in your feed and post updates, like sharing an article you've recently read or photos from a virtual event.



Rewatch the livestream →