

Professional Branding Checklist

Products covered:

- Personal Profile
- LinkedIn Groups
- Premium Subscriptions

Create a winning profile

- Getting Started
- Intermediate
- Advanced

- ☐ ● **Put a face to your name**
Professional headshots generate more profile views and drive higher overall engagement. Including a photo in your profile brings it to life and lets people know you're for real.
- ☐ ● **Create a punchy headline**
Your headline is the first thing people look at on your LinkedIn profile. Try describing yourself creatively in one line to capture people's attention.
- ☐ ● **Tell your full story**
Use the Summary and Experience sections of your profile to showcase your career and accomplishments. These sections are foundational and help establish your brand on LinkedIn.
- ☐ ● **Let your network speak for you**
Get endorsements and recommendations from colleagues, employers, and customers who can speak credibly about your abilities and contributions. This will help catch the eye of prospective customers and clients.
- ☐ ● **Showcase your work**
Nothing shows your quality of work to potential business contacts better than rich, tangible examples. Upload or link to your previous work, such as blog posts, presentations, images, and websites, and give people a reason to engage with you.
- ☐ ● **Optimize your profile for search**
Get found! Add words or phrases throughout your profile that highlight your best skills to improve your visibility in LinkedIn and Google search results.
- ☐ ● **Create a unique URL**
Choose a personalized URL to improve search engine optimization (SEO) and make it easy for people to find you.
- ☐ ● **Link to the rest of your web presence**
Maximize opportunities to showcase your work experience by linking your LinkedIn Profile to your websites, blogs, and other social platforms.

Stay informed

☐ ● **Follow relevant channels and Influencers**

Stay informed and challenge your current thinking by following channels and Influencers relevant to your industry or specialization, which can be found under the "Interests" section on the navigation bar on LinkedIn.com.

☐ ● **Follow companies**

Learn directly from industry leaders and best-in-class brands by following companies on LinkedIn, getting their updates directly in your feed.

☐ ● **Find and join LinkedIn Groups**

Look for groups relating to your industry, function, and career interests – then join a few to stay up to date on trending topics and news.

Establish your network

☐ ● **Connect with a broad range of contacts**

Build your initial network by connecting with colleagues, clients, friends, and family. Remember that building your network helps you connect not only with who you know, but also who *they* know.


☐ ● **Reach out to fellow alumni**

Broaden your network by connecting with members from your alma mater. Using University Pages, quickly sort alumni by function, location, and current company, and find contacts that will help you achieve your business goals.

☐ ● **Search on LinkedIn**

Run a LinkedIn people search to find contacts that might help you achieve your business goals. Use keywords and filters like location and industry to illustrate the type of connection you're looking for.

☐ ● **Narrow down your results**

Spend less time searching and more time engaging – use additional Premium search filters such as function, years of experience, and seniority level to quickly find the right business contact. 

☐ ● **Message potential contacts outside your network**

Message any potential business contact on LinkedIn using InMail, a Premium feature. On average, the response rate for InMail messages is 3x higher than email. Plus, LinkedIn guarantees a response within seven days of sending an InMail, or it will be credited back to your account. 

☐ ● **Stay in touch**

Keeping an active line of communication with your contacts is key to maintaining a quality network. Use LinkedIn Contacts to set reminders and follow up with business contacts one day, one week, or one month down the road.

Build your brand

☐ ● **Share updates with your network**

Pass along interesting articles, news, or videos you find informative. Not only will your network appreciate getting this information but they'll start to look to you for expertise and insights.


☐ ● **Like, comment, or share updates you enjoy**

Taking an action on updates keeps the conversation going and helps spread that information across LinkedIn. And remember, if you found it interesting, chances are your network will too.

☐ ● **Integrate your brand into updates**

Don't be shy. Promote your accomplishments, bodies of work, and other accolades through sharing on LinkedIn. For every four updates covering news and trends, try sharing a post promoting your personal brand.

☐ ● **Get a deeper look at who's viewing your profile**

With Who's Viewed Your Profile, see the types, industries, and locations of members viewing you, as well as which keywords are being used in LinkedIn search to find you. Use this information to fine-tune your personal brand. 

☐ ● **Engage in LinkedIn Groups**

Use LinkedIn Groups as a public forum to discuss topics and trends with thought leaders or experts. By providing knowledgeable insights, you can build a rapport with other top contributors and eventually establish yourself as one, too.

☐ ● **Leverage existing content streams**

Use successful business-oriented blog posts, articles, and updates from your other social platforms to create a high-quality stream of personal updates.

☐ ● **Start a dialogue**

Increase exposure for your posts and start a conversation around a topic by mentioning companies or connections in updates.

☐ ● **Link to your personal communications**

Embed your LinkedIn profile into your email signature or add your personalized profile URL to your business card. This provides new contacts with an easy way to learn more about you.