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LinkedIn Checklist: *Don't Just Park There: Drive It!*[©]

Use this checklist to revamp your LinkedIn profile. Be competitive: be visible on LinkedIn!

Tip: Always write down your login information somewhere safe so that you don't forget it and are forced to establish a whole new profile. We've seen that happen way too often!

You should "work" LinkedIn every week for at least 10-15 minutes. Experience shows that those who keep their profile active ("driving it", in my parlance) show up higher in employer and recruiter searches than those who do a profile and never go back to update it ("parking there").

Name

Your name goes here. Use the name that you use in business. If your given name is Leland but you call yourself Jay, use "Jay".

Title/Tagline

Whether or not you're in a job right now, you are still a Marketing Manager or Business Analyst or whatever your title. But make sure what you write here focuses on YOU, not your current or former company.

Industry

Be sure to use something current for your field. For example, use "wireless" instead of "telecommunications", because it's a more current name for that field.

Summary

This is similar to the top of a good resume's Professional Summary: broad-brush info about you. But *do not duplicate* what's on your resume, just borrow from it.

Specialties

Point out your strengths and skills here. Be sure to use key words here and throughout your profile, so that recruiters, HR, and hiring managers can find you!

Experience

Don't put every bullet on your resume here. Think of your LinkedIn profile as "appetizers", not the whole meal. One or two bullets for each job is plenty. Go back only about 10-12 years.

Education

Insert relevant education. LinkedIn insists on dates, annoying but unavoidable.

Additional Information

- Groups and Associations: Join some of these, then list them: it reinforces your career dedication and interests.
- Be sure to insert Career Interests here, as well. You'll need to create your own section for this. Insert key words here, even if you've put them elsewhere in your profile; repetition is important.

Contact info:

Be sure you're easy to reach! Nothing spoils a great profile more than the reader not being able to reach you easily, especially if they have a job they want to talk with you about. Insert your email address at the very least, and phone number if possible.