

LinkedIn Personal Profile Checklist (2014)

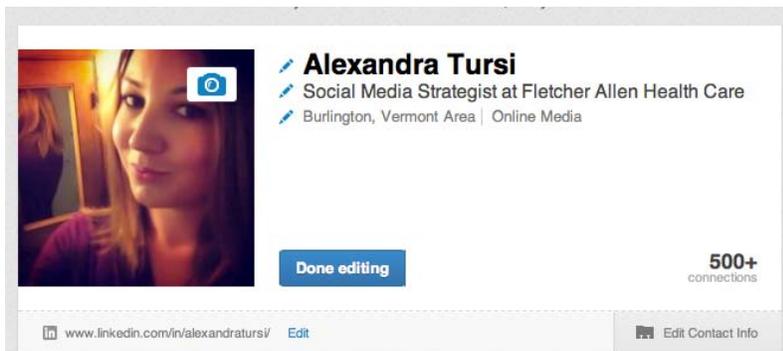
Prepared by Alexandra Tursi, Social Media Strategist, Fletcher Allen Health Care

Complete your profile 100% for a 40% greater chance of networking success.

10 Ways to Optimize Your LinkedIn Profile

Start by going to your profile and hitting the blue “Edit Profile” button

1. Upload a professional image.
2. Geo-locate yourself and select an appropriate industry.
3. Write a compelling headline (Note: It does not have to be your title, but should be keyword optimized).
4. Customize your public LinkedIn Web URL. See the web link at the bottom left corner of the image below:



5. Customize your Contact information, including websites (Note: You may link to your current employer’s home page, blog and Twitter profile). Click on “Edit Contact Info” in the bottom right corner of your profile header (see image above). Be mindful of the email address you choose to include here!
6. Complete the “Summary” section of profile (Note: Keep it short! 200 words or less will suffice.)
7. Complete the “Skills & Expertise” section of profile. List your current position and at least two other past positions.
8. Best of the rest: Complete “Interests,” “Languages,” “Education,” “Awards,” “Groups & Associations,” “Certifications,” and “Publications” sections.
9. Manage your privacy settings to control who can see your profile – and, more importantly, who can contact you through LinkedIn. Go to the top right bar and click on your name to reveal a drop down menu. Click on “Settings” to access your account settings. This is what your screen should look like (See image on next page):

The screenshot shows the LinkedIn profile page for Alexandra Tursi. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', 'More', 'People', and a search bar. The profile header shows 'Alexandra Tursi' with a 'Member since: July 18, 2007' and a 'Primary Email Change/Add' section with 'alex@borealispr.com'. Below this are sections for 'Payment', 'Password Change', and 'Account Type: Basic'. A 'Get More When You Upgrade!' section offers 'More communication options' and 'Enhanced search tools'. A sidebar on the left lists 'Profile', 'Communications', 'Groups, Companies & Applications', and 'Account'. The main content area is divided into 'Privacy Controls', 'Settings', and 'Email & Password' sections. 'Privacy Controls' includes 'Manage Advertising Preferences', 'Settings', 'Change your profile photo & visibility', 'Show/hide profile photos of other members', 'Customize the updates you see on your home page', 'Select your language', and 'Manage security settings'. 'Settings' includes 'Change password', 'Helpful Links', 'Upgrade your account', and 'Close your account'. 'Email & Password' includes 'Add & change email addresses' and 'Get LinkedIn content in an RSS feed'. A 'Frequently asked questions' sidebar is on the right, and a 'You are using the new settings page. Send us feedback' message is at the bottom right.

Some elements of privacy to keep in mind:

- Connections: Contacts can either be visible to only you or to all of your connections. People will always be able to see shared connections. See the options in the image below:

The screenshot shows the LinkedIn profile page for Alexandra Tursi with a 'Who can see your connections' dialog box open. The dialog box has a title bar with a close button and contains the text: 'Select who can see your connections. Note: People will always be able to see shared connections.' Below this is a dropdown menu currently set to 'Your connections' and a 'Save changes' button next to an 'or Cancel' option. The background shows the same profile page as the previous screenshot, but with the 'Privacy Controls' section expanded to show 'Turn on/off your activity broadcasts', 'Select who can see your activity feed', 'Select what others see when you've viewed their profile', 'Select who can see your connections', 'Change your profile photo & visibility', and 'Show/hide "Viewers of this profile also viewed" box'. The 'Settings' section includes 'Manage your Twitter settings', 'Helpful Links', 'Edit your name, location & industry', 'Edit your profile', 'Edit your public profile', and 'Manage your recommendations'.

- b. **Member Communications:** You can select who may reach out to you to connect on LinkedIn. The three options are: “Everyone,” “Only people who know your email address,” and “Only people who appear in your ‘Imported Contacts’ list.” See where to access this setting in the image below:

The screenshot shows the LinkedIn account settings page for Alexandra Tursi. The top section includes account management options like 'Primary Email Change/Add', 'Payment', and 'Password Change'. Below that, it shows 'Account Type: Basic' and an 'Upgrade' button. The 'Get More When You Upgrade!' section lists 'More communication options' and 'Enhanced search tools'. The 'InMails' section shows '0 available' and an 'Upgrade' button. The 'Introductions' section shows '5 of 5 available' and an 'Upgrade' button. On the right, there is a 'Frequently asked questions' section with links to 'Managing Account Settings', 'Can't Find "Settings" or "Sign Out" Links', 'Viewing and Editing Subgroup Settings', and 'Group Member Settings'. At the bottom, there is a 'You are using the new settings page. Send us feedback' message.

The bottom section of the screenshot shows the navigation menu with 'Profile', 'Communications', 'Groups, Companies & Applications', and 'Account'. The 'Communications' section is expanded, showing 'Emails and Notifications', 'LinkedIn Communications', and 'Member Communications'.

10. Give recommendations and endorsements first (before expecting to receive them). You are always given the option to approve whether an endorsement or recommendation will appear on your personal profile. It does not happen automatically.

Bonus tip #1: Follow [LinkedIn Influencers](#) in your industry to stay on top of news and thought leadership.

Bonus tip #2: Still have questions? Reach out to Alex at Alexandra.tursi@vtmednet.org, or visit the LinkedIn Help Center at <http://help.linkedin.com/app/home>.

4 Ways to Update Your LinkedIn Profile

1. Link to a newsworthy web posting or news item.
2. Inspire with a “quote of the day.”
3. Provide a piece of advice relevant to your industry.
4. Promote a company news announcement or job posting.