



MODERN CRÉATIF



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LINKEDIN CHECKLIST

BRANDING

**MIA D.MARTIN-MODERN CRÉATIF 2018
WWW.MODERNCREATIF.COM**

CHECK YOUR PROFILE FOR THE FOLLOWING:

- Have a professional photo taken and smile in your photo.
- Your headline should reflect your area of expertise.
- Your summary should make it easy for people to understand what you do, how long you have been doing it and the qualifications to back it up. Use keywords that will help you be found more easily online.
- Select Skills that you want your target audience to focus on
- Ensure all job descriptions and dates are updated
- Outline within your job descriptions the skills that support your area of expertise
- Use the correct tense for current and prior roles



- Add links to relevant media or portfolios
- Select a Unique URL that includes your name
- Share articles about your area of expertise
- Write articles about your area of expertise and share
- Fill out the information regarding volunteer work and causes



TAKE ACTION

- Join LinkedIn Groups that can benefit from your articles that you write regarding your area of expertise
- Connect social media handles with relevant content
- Connect with those you meet at Networking events on LinkedIn
- When you receive a business card from someone you want to connect with, remember to connect on LinkedIn
- Whenever you send a LinkedIn request, explain why you are sending it.
- Engage with your connections on LinkedIn

