

LINKEDIN PROFILE LIST

USE THE LIST BELOW TO GUIDE YOU IN CREATING/UPDATING YOUR LINKEDIN PROFILE:

- TURN OFF NOTIFICATIONS (SEE INSTRUCTIONS BELOW)
- CREATE A BUSINESS PAGE
- UPLOAD YOUR PROFESSIONAL PROFILE PICTURE (300X300)
- ADD A COVER PHOTO (1128 (W) X 191 (H) PIXELS)
- SUMMARY = LETTER STYLE USP (THIS IS NOT YOUR BIO)
- EXPERIENCE = BUSINESS AND PAST EMPLOYMENT
- EDUCATION = UNIVERSITY, CERTIFICATIONS, ETC
- VOLUNTEER = LIST ORGANIZATIONS AND DUTIES
- SKILLS & ENDORSEMENTS = WHAT YOU DO & IS SEO GOLD
- RECOMMENDATIONS = GIVE TO RECEIVE
- ACCOMPLISHMENTS = AWARDS, MEDIA STORIES, ETC
- INTERESTS = FOLLOW NEWS/INFORMATION SOURCES/GROUPS
- CREATE UNIQUE URL (CLICK 'EDIT PUBLIC PROFILE & URL')

NOTES:

LINKEDIN PROFILE LIST

LIST TOP 10 PEOPLE TO CONNECT WITH:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

TOP REASONS/WHY/HOW TO CREATE A WIN-WIN WITH A CONNECTION:

LIST TOP 10 GROUPS/MEDIA/NONPROFITS/INTERESTS TO FOLLOW ON LINKEDIN:

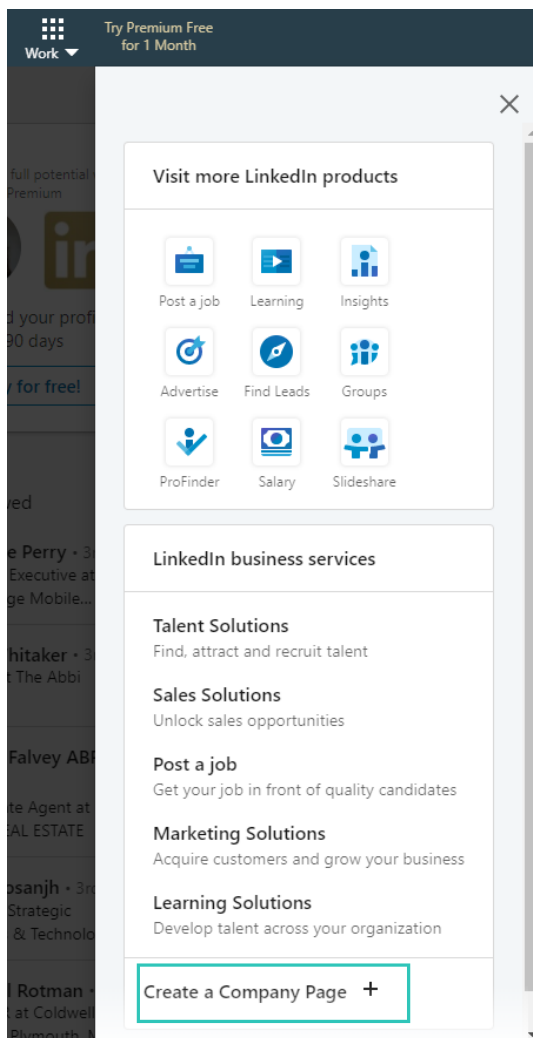
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

NOTES:

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TO ADJUST NOTIFICATIONS SENT TO YOUR NETWORK ABOUT PROFILE CHANGES:

- CLICK THE 'ME' ICON AT THE TOP OF YOUR LINKEDIN HOMEPAGE
- SELECT SETTINGS & PRIVACY FROM THE DROPDOWN
- CLICK THE PRIVACY TAB AT THE TOP OF THE PAGE
- FIND HOW OTHERS SEE YOUR LINKEDIN ACTIVITY SECTION
- SEARCH FOR "SHARE JOB CHANGES, EDUCATION CHANGES, AND WORK ANNIVERSARIES FROM YOUR PROFILE."
- CLICK CHANGE
- SWITCH THE TOGGLE TO NO OR YES TO SHARE YOUR PROFILE EDITS OR NO TO STOP SHARING YOUR PROFILE EDITS.



TO CREATE A LINKEDIN PAGE:

- CLICK THE WORK ICON IN THE TOP RIGHT CORNER OF YOUR LINKEDIN HOMEPAGE
- CLICK CREATE A COMPANY PAGE
- SELECT THE PAGE TYPE YOU'D LIKE TO CREATE FROM THE FOLLOWING OPTIONS: SMALL BUSINESS OR MEDIUM TO LARGE BUSINESS
- ENTER YOUR PAGE IDENTITY, COMPANY DETAILS, AND PROFILE DETAILS INFORMATION
- CHECK THE VERIFICATION BOX TO CONFIRM YOU HAVE THE RIGHT TO ACT ON BEHALF OF THAT COMPANY IN THE CREATION OF THE PAGE
- CLICK CREATE PAGE