

LinkedIn Checklist for Business

Update company status ____ times per week

- Keep tone professional
- Circulate blog posts
- Promote content offers
- Encourage event registration
- Circulate job postings

Scan industry groups for trends and news _____ times a week

- Respond to questions and comment on discussions
- Post relevant content offers and blog posts from your company and other sources (if group rules allow)

Update company profile at least ____ times a month

- Upload or link to SlideShare presentations from speaking engagements
- Upload or link to non-confidential work samples
- Update relevant experience and certifications

Share valuable information

- Identify 3-5 different types of information you will share using status updates:

Showcase your products and services ____ times per month

Give professional recommendations to customers and colleagues ____ times per month

PRO TIPS

1. Encourage your employees to establish a professional online reputation and expand their networks
2. Don't forget to use LinkedIn to research prospects and job candidates before meeting with them