

LinkedIn Networking & Credibility Checklist

LinkedIn provides many opportunities for people looking to establish themselves as subject matter experts. There are a number of sections specifically designed to create connections between marketers, clients, and business associates who want to build a network or community of interest in their field.

This checklist captures the areas of the main profile page and LinkedIn site you'll want to focus on for this purpose, and steps you'll want to take to create opportunities for networking and marketing with other site users.

- ☐ Clicked on “Add Connections” at the upper right of any page to:
 - ☐ list your email addresses to find people you’ve sent messages to who may be on LinkedIn
 - ☐ import contacts from Outlook, AppleMail, and other email clients that keep lists of contacts.
 - ☐ send invitations to individuals by entering their email address from the Add Connections page.
 - ☐ search for past or present colleagues under the “Colleagues” tab, based on current and past positions you’ve listed in your profile information.
 - ☐ search for past or present classmates under the “Classmates” tab, based on current and past educational institutions you’ve listed in your profile information.
 - ☐ reviewed the People You May Know tab for direct and indirect contacts based on your profile information, interests, and communications.
 - ☐ If you’re asking a question, you’ve entered it by clicking on the heading “Ask a Question,” then submitting your question in the space provided and clicking the blue “Next” button.
- ☐ Clicked on the “Groups” tab to:
 - ☐ review groups you are currently a member of, if any;
 - ☐ review the “Following” tab to access conversations in place between your contacts or groups you and your connections have in common;
 - ☐ search for Groups You May Like based on primary keywords, categories, languages, or secondary similar groups with the same interests.
 - ☐ check the Groups Directory for Featured Groups in your niche or areas of interest you might like to join.
 - ☐ Create a Group of your own to attract followers, entering a logo, group name, type, brief and full description, website, and email address, as well as access options, language, and location. You have the option of creating either an Open Group or a Members-Only Group.
- ☐ Clicked on the “Companies” tab to:
 - ☐ search for companies directly by name, keyword, or industry;

- ☐ use the Search Companies tab for more advanced search options, refining your search by location, company size, number of followers, relationship, and fortune;
- ☐ find companies to follow to stay up-to-date on conversations and business development related to the company itself and its contacts;
- ☐ review and recommend Service Providers in your niche, industry, or area of interest that you've had contact with or are interested in contacting.

☐ Clicked on the "More" tab to:

- ☐ review "Answers" to ask or answer questions with other site members and connections;
- ☐ review "Skills" for professionals in your field(s) of interest that have expertise related to your business. This is a good way to establish connections with other experts in your niche;
- ☐ find local, regional, and national events related to your interests under the "Events" tab;
- ☐ review "Polls" to find out what questions people in your industry or area of interest are asking, and the results of such inquiries. This is yet another way to connect with leaders in your business community who can help you grow connections.