

Setting up a LinkedIn Account

LinkedIn is one of the more useful social networks online, since it stores details about your profession, your industry, and contact details that help people connect with you through the site's network. The site has recently expanded its capabilities to interact with other social media sites, in an effort to connect the various sites and online profiles you maintain as part of your social networking campaign.

This checklist covers the steps necessary to create and setup a LinkedIn account properly for your business.

- ☐ You have visited LinkedIn's home page and clicked on "Join Today" to open a new account.
- ☐ You've entered your name, email address, and a unique password, then clicked on "Join LinkedIn" to continue.
- ☐ You've added professional profile details, including employment status, country, zip code, company name and job title, then clicked on the blue "Create my profile" button.
- ☐ You've searched for contacts associated with each email address you want to connect LinkedIn with (Yahoo, Windows Live, Gmail, AOL, other), clicking on the blue "Find Contacts" button as necessary to choose contacts to add.
- ☐ You've sent invitations to any other email address of friends you might want to connect with on LinkedIn, clicking the blue "Send Invitations" button after listing **all** email addresses in the space given.
- ☐ You've selected a membership plan, comparing features of each level of membership and deciding how you will access the site and use this information.
- ☐ Additional Profile Information.
 - ☐ You've added attachments for any resumes, letters of recommendation, sample documents, or other information pertinent to your profession and/or industry.
 - ☐ You've added both past and current Employment information, Education details, Websites you own or help maintain, and a Twitter account (if you want to).
 - ☐ You've uploaded a profile picture from the Edit Profile page at the top left. Choose a photo that best represents your business, and puts forth the professional image you want to convey. Clicking on Add Photo takes you to a separate page where you Browse for an appropriate photo, then click

the blue “Upload Photo” button to complete the process. You can also crop the photo as necessary to meet the site’s specification, and choose who sees the photo on LinkedIn.

- ❑ You’ve created a profile headline that accurately reflects your experience and includes appropriate keywords related to your niche. This is an important step, since this is the primary tagline that appears next to your name when someone searches for you on the site.
- ❑ You’ve chosen between a Public or Private profile, by clicking on the blue “Edit” link next to the line for Public Profile. You can set options for various parts of your profile to be available for public viewing or not.
- ❑ You’ve verified your profile settings including:
 - ❑ Revisiting any of the steps you skipped above (Search your email for friends already on LinkedIn, Upload a profile picture, and provide basic profile information.)
 - ❑ Joining any LinkedIn groups related to your profession, niche, or industry, or creating a group of your own. You can access these options by clicking on “Groups” from your main profile page.
 - ❑ Searching for people you know (by name or email address), to try to connect if they are also on LinkedIn. You can access this option by clicking on “Contacts” from your main profile page.
 - ❑ Searching for companies you might be interested in establishing a connection with, or for employees you may already know or want to connect with. You can access this option by clicking on “Companies” from your main profile page.