

# Rae Greenip



## LINKEDIN PROFILE CHECKLIST



- ✓ Personalized Profile URL: get rid of random numbers
- ✓ Attention Grabbing Headline: that speaks to your target audience
- ✓ Professional-looking Headshot Profile Photo
- ✓ Banner Graphic That Makes You Stand Out
- ✓ About Summary - Market Yourself to Viewers
- ✓ Completed Contact Info - Including Website(s)
- ✓ 30 Second Cover Story Video (formatted for mobile and upload via phone app)
- ✓ 10 Second Audio File (add "name pronunciation" via mobile app)
- ✓ Experience Section, Skills by Experience, Featured Skills & Endorsements (be sure to feature the most important skills)
- ✓ "Featured" Section: display relevant content here
- ✓ Applicable Additional Sections: Organizations, Volunteer Work, Licenses/Credentials
- ✓ Recommendations Section: request from connections on LinkedIn and review them before approving

