

## LinkedIn Checklist - Optimize Your Profile

Top LinkedIn Elements		Specs*	Details
✓	Banner Image	1128x191px	Brand your business with an applicable background image. Include company name, logo, street scape and/or skyline. This is the first image that appears on your profile!
	Profile Image (your headshot)	400x400px	Professionally taken, business casual, friendly, engaging, approachable. Look into the camera as if you are making eye contact. Shots should be from waist, chest or shoulders up, cropped and sized correctly. Currently the image is round.
	Name	60 chars	Use your preferred name. Add designations: MBA, CPA, CRPC®, etc.
	Headline/Title	220 chars	Mini value prop or keyword heavy. Your headline sums up your professional identity in a very short phrase. You want this phrase to be catchy, bright and clever.
	Location	City, State	Include your city, state or the “greater” area (e.g., Greater New York City area). Where you live is also part of your brand.
	Contact Info & Customize Your URL		Complete your contact info. <i>Note: only visible to 1<sup>st</sup> degree connections.</i> Customize your LinkedIn URL so it appears as follows <a href="https://www.linkedin.com/in/FirstnameLastname">linkedin.com/in/FirstnameLastname</a>
	Connections	At least 100	You should have at least 100 Connections to take full advantage of 2nd degree connections. Quality over quantity – connect with those that you know, (like and trust).
	About (formerly Summary)	2000 chars	Differentiate yourself, written in the 1 <sup>st</sup> person. Opportunity to make the right people ‘feel’ a connection to you. Humanize yourself. Add keywords, media, articles, etc.
	Articles & Activity		Be active. Post firm approved content, or create your own, at least once a week. Like, comment and share posts from your clients/prospects. Stay top-of-mind!
	Experience	2000 chars	A paragraph or two for each position you have held and include key words. List your previous experience that’s relevant, add a brief description, 2-5 sentences, max.
	Education		Include Education, display as much as you can, from prep school to grad school. Alma maters are excellent connection points.

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	Licenses & Certifications	unlimited	Add Licenses & Certifications to increase your credibility and display your commitment to your profession.
	Volunteer Experience	unlimited	Add Volunteer Experience, it shows who you are beyond a professional. It helps connect you with others who have the same passions and interests.
	Skills/Endorsements	unlimited	List your Top 10 Skills. Demote the rest. Showcase the top 3 and remove irrelevant. <i>Remove the ability to be endorsed, FINRA/SEC view this as advertising.</i>
	Recommendations		<i>FINRA/SEC view recommendations as advertising. Hide/disable this feature from your profile.</i>
	Accomplishments	8 categories	Complete any and all of the available categories; <b>Publications, Patents, Courses, Projects, Honors &amp; Awards, Test Scores, Languages &amp; Organizations.</b>

## INTERESTS

	Influencers	500+	There are 500+ LinkedIn Influencers! Follow Your Company's Influencer, if applicable. Follow ones that you admire from a personal and professional perspective; <i>Mark Cuban, Rachel Zoe.</i>
	Companies	unlimited	Follow Companies where your clients/prospects are employed. This will help you nest within the company and receive information about it through your news feed.
	Groups	Up to 100	Join Groups. You should join at least 5 Groups to expand your LinkedIn network. Joining groups exposes you to others with similar interests and increases your relatability, branding and search-ability. Join both professional groups and ones from a passion standpoint.
	Schools	unlimited	Follow the school(s) you have attended as well as schools where your children, grandchildren, siblings, spouse/partner have attended. Schools are a great connection point.

*\*FINRA has specific compliance requirements surrounding the use electronic media and communications you can find summarized on its website [www.finra.org](http://www.finra.org)*

*Always check with compliance before you start your social media initiative. Abide by your firms social media policy as it may go above and beyond those of FINRA. Keep in mind your firms interpretations of policies may change overtime; therefore be sure to have someone on your team check regularly with compliance for any changes in policy.*