

LinkedIn Key Elements Checklist - Optimize Your Profile!

| Top LinkedIn Elements | | Specs* | Details |
|-----------------------|-------------------------------|------------|--|
| | Photo | 400x400px | Professionally taken, business casual, friendly, engaging, approachable. |
| | Name | 60 chars | Display your name as people know you. Include designations, certifications, advanced educational degrees. |
| | Headline/Title | 120 chars | Verify your title and functional role |
| | Contact Info | | Complete your contact info. <i>Note: only visible to 1st degree connections.</i> |
| | Summary | 2000 chars | Differentiate yourself, written in the 1 st person. Opportunity to make the right people 'feel' a connection to you. Humanize yourself. Add keywords! |
| | Experience | 2000 chars | Talk about why you decided to become an advisor, years of experience, If you are part of a team showcase the team. |
| | Volunteer Experience & Causes | unlimited | Show your human side as well as who you are beyond the professional. |
| | Groups | Up to 100 | Join Groups. Order them so the 7 most important show on your profile. Stay active with your top 3-5 groups thru relevant contributions. |
| | Influencers | 500+ | There are 500+ LinkedIn Influencers. Follow the ones that you admire from a personal and professional perspective. |
| | Companies | unlimited | Follow your company, your competition and companies of interest. |
| | Content | | Share approved content. Positions you as a modern, progressive advisor, keeps you top of mind, great for branding and impressions. |

* Details including sizes (in pixels), character limits, availability, etc. as of May, 2017