

## CHECKLIST FOR LINKEDIN

<b>PROFILE PAGE</b>	<b>Check</b>
All Star completion	
Picture (professional, close up, pleasant facial/smile, plain background)	
Repeat key words all through the profile -- tagcrowd.com	
Headline/Title reflecting what you aim for	
Industry	
Customize Public URL	
Current Position (interim -- if separated from past company >3 years)	
<b>SUMMARY</b>	
Personal summary – connect with people - spell out value/passion	
Chunk your information (utilize bullets, white lines with returns, and pipeline “ ”, periods, special symbols or commas to separate data)	
Include Common Misspellings of your name	
Contact information	
<b>PRIVACY AND SETTINGS</b>	
All email addresses you use	
Turn OFF your activity broadcast as you update	
Go through all Communications tabs to set your preference	
Hide “viewers of this profile also viewed” as you are in search mode	
<b>OTHERS</b>	
+100 contacts	
3 recommendations for your last positions	
Customize and create endorsements	
Interests, Languages, and other specialties	

## ADDITIONAL NOTES

### To Turn off "People of this profile also viewed" setting

- 1) Hover over the thumbnail of our picture in the upper right-hand corner of your LinkedIn window (up by the flag for notifications and the double word bubble for inbox messages)(Please note: if you do not have your picture uploaded it will be a thumbnail of a grey silhouette).
- 2) Next to "Privacy & Settings" click Manage
- 3) scroll to the bottom, and under Profile Settings click on "Show/hide 'Viewers of this Profile also viewed' box"
- 4) Uncheck the box and click okay.

Headline should be enriched with keywords. This is the first and highest rank for matching, use it to the fullest.

1. How to craft a headline: Build with 3 elements: General Title + value & solution + Area of Expertise
2. Examples:
  - Sr. Mechanical Engineering Manager | Electronic Packaging | Solid Modeling | Thermal Simulation | Pro-E | Problem Solver
  - Finance | Project Management | Revenue and Cost Analysis | Expertise in Non-Profit and Broadcast
  - Senior IT Business Analyst | Technical & Business Communicator | Project Manager

Create a Current Interim position - If you do not have a current position listed on LinkedIn your profile completion status goes down. You need a high completion status to be ranked higher in job searches. (*high priority for all-star ranking*)

2 Examples:

1. *If you choose to broadcast that you are job seeking here's an example:*

**Job title: Job Seeker - Quality Engineer / Quality Manager**

**Company Name: Job Seeker**

June 2015 – Present (7 months) Houston / Austin - Texas

- Currently Unemployed due to Company-Wide Reduction (70%) as of 5/29/15

2. *If you chose to not broadcast that you are a job seeker for one reason or another, and also to benefit from more keyword matches, you can do something like this:*

**Job title: Senior Engineer with proven success in managing multi-million drilling projects**

**Company Name: Engineering | Deep Sea Drilling | PMP | Six Sigma**

June 2015 – Present (7 months) Houston / Austin - Texas

- Networking as a member of ECHMA (East County Manufacturing Association)
- Active Participant of Houston Oil & Gas LinkedIn Group
- Conducting research in latest drilling trends via *Oil and Gas Journal, Offshore Producers, and Engineering* (slideshares)