

RESOURCE 14

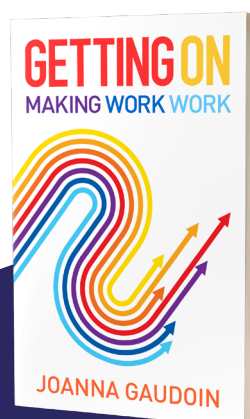
Online presence

LinkedIn profile checklist



available at
amazon

and other book retailers



This resource accompanies
Chapter 10 of ***Getting On:
Making work work***



This resource accompanies **Chapter 10** of *Getting On: Making work work*

Online presence LinkedIn profile checklist

Use this checklist to help you complete the relevant sections of your LinkedIn profile.

LinkedIn element	Guidance	Current status	Notes
Photo of you	<p>Needs to look like you currently so people can find you quickly if they have met you before, especially if you have a common name.</p> <p>Needs to be appropriate for your job role and represent your personal brand positively.</p>		
A banner image at the top of your profile.	<p>Related to the area in which you work or the geography, or even something more personal (with care).</p> <p>Check that it works well on the app version of the platform too.</p>		
Headline	<p>A job title can be dull and mean little outside your organization. Consider whether you can put more about what you do in an interesting way.</p> <p>Consider key words to include.</p>		
About section	<p>An opportunity to say a bit more about yourself: what you have achieved, what you enjoy, what your expertise is and how you help those you serve.</p> <p>Consider key words to include.</p>		
Experience section	<p>This should not be a download of your CV.</p> <p>Add some information so people can read about your main responsibilities and what you have achieved in each role.</p> <p>Make sure all titles and timelines align with your CV.</p>		



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Online presence LinkedIn profile checklist

LinkedIn element	Guidance	Current status	Notes
Education	Consider what is relevant to include. If you have been working for 20 years and have a degree, then it isn't relevant to include school qualifications.		
Skills	Showcase your skills so you can influence searches. Consider your priority ones carefully.		
Recommendations	An important way to show what you do best, and what it's like to work with you. Always ask offline first. You may need to give people a structure to follow for their recommendation.		
Additional elements	You can add many different sections, so if you have been a volunteer or contributed to publications, consider what you want to feature and where it sits best.		

NEXT STEP:

Download Resource 15 which also accompanies **Chapter 10: Online presence**



[Download \(PDF\)](#)



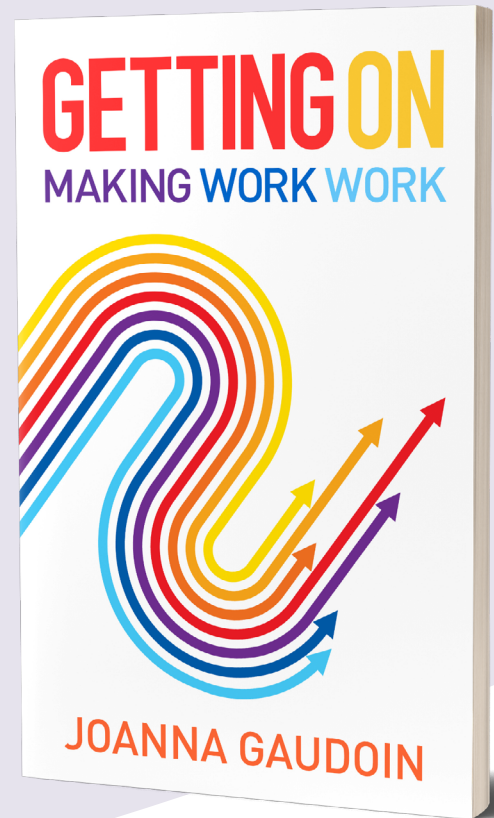
Why I wrote this book

Every day, I work with people to help them navigate the workplace challenges they face, be the best they can be at work and fulfil their career potential – so that work works for them. This book uses that experience to help you take your own steps towards career success.

“We know that excelling on the job, doesn’t mean that a successful career will follow – but we don’t always understand why. In Getting On: Making work work, Joanna reminds us to be rigorous in our self-analysis and hone the skills we need to rev our career engine. It’s pragmatic, thought provoking and encourages self-reflection with valuable insights for everyone, no matter what stage your career.”

Unette Spencer,

Chief of Staff to Executive Vice Chair, Mastercard



About the Author



Joanna has spent more than 10 years working with individuals to help them understand how to blend their technical know-how with ‘softer’ skills to realise career success – either in their existing role, or when looking for new opportunities. Joanna also runs group sessions for organisations and is a regular speaker at events.

To find out more about Joanna and her work:

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