



Dr Sam Lynch

Kick-Start Your LinkedIn



Checklist

PERSONALISE YOUR ADDRESS

Make it easier to find you by personalising your LinkedIn web address. You can find out how to do this via the LinkedIn help section.

ADD A PROFESSIONAL HEADSHOT

Choose a headshot that is consistent across any professional platforms you use. Make it easy for people to recognise you. Don't forget to make sure it is up to date. It can be a little disconcerting meeting a professional contact who looks nothing like their profile shot. Building trust is key.

PERSONALISE THE BANNER

See that header behind your profile pic, make it stand out. Change your header so that it reflects who you are and what you do. Use it as a way to personalise your page effectively.

MAKE USE OF THE FEATURES SECTION BENEATH YOUR NAME

Add links to content that you want to share: this could be a link to your business website, a recent article you have published, an upcoming event or award that you have won. Use the featured section as a shop window to your expertise.

CREATE YOUR PERSONAL BRAND BIO

Start building your professional brand bio that you can use consistently this is the short description beneath your name. Then add your full length bio to your about section. Work with us to create us through our coaching.

SPRING CLEAN YOUR SKILLS AND EXPERIENCE

Make sure you keep your professional skills list up to date and relevant. Same goes for your experience. Regular updates and accuracy are important for keeping you relevant.

INCLUDE YOUR KEYWORDS

Ensure keywords relating to your discipline, expertise, business are throughout your LinkedIn profile to boost your presence in the search. A bit like Google, LinkedIn wants to understand what you do.

CREATE ORIGINAL POSTS

Got something to say, create an original post and use hashtags to enable the content to be accessible to a wider audience. Don't forget to comment LinkedIn posts from others. But don't comment or post just for the sake of it - your audience will disengage.



Ready for more?

Need an audit of your LinkedIn or need to build your personal brand bio. Discover our services www.drsamlynch.co.uk/everything

