

# Countdown to New Year's A LINKEDIN CHECKLIST

With the year coming to an end, it is the perfect time to look back on everything you did and make sure it is reflected on your LinkedIn profile. Below are some things to keep in mind when updating your profile.

- 10** Review your profile summary and update as necessary. Add pictures and quotes to support your additions. 
- 9** If you wrote any blogs or articles, link them to the publications section of your profile. 
- 8** Include any new skills or certifications you acquired. 
- 7** Share organizations that you are involved with and include a little background about their mission and your role. 
- 6** Follow groups, companies, or influencers that align with your professional interests and goals. 
- 5** Don't shy away from automatic notifications. Keep the setting on when adding something noteworthy. It politely pings people of your news/activity and keeps you in mind. 
- 4** Set a weekly reminder to check your LinkedIn. It takes less than 5 minutes to scroll through your feed, so just do it. 
- 3** Follow your company on LinkedIn. It is the single easiest way to share news and company updates with your network. 
- 2** Visit the profiles of referral sources, clients, and business colleagues. Consider sending them a holiday message, sharing a post or endorsing a skill. They will likely return the favor. 
- 1** Ask your marketing team, legal assistant, and technology team if you have any questions or need help with LinkedIn. 