MATT BACAK'S CHECKLIST

Checklist 10: The Do's and Don'ts of LinkedIn Marketing

Project Name: _____   **Date:** _____

		Yes	No
	To navigate on LinkedIn is not quite an easy task. This goes true for both the ones who are old at LinkedIn and to the newbies as well. There are some dos and don'ts of LinkedIn, and we have compiled them for you:		
1	Do not become a stalker. Obtain the hint you require and move on.	☐	☐
2	Always mention your intentions.	☐	☐
3	Make sure to validate your tasks. Before connecting with an individual via some other person; always investigate for a real relationship.	☐	☐
4	Show a healthy sense of patience once you've requested to connect to someone.	☐	☐
5	Never ignore the acceptor's request to chat or connect further once the person reaches out to connect.	☐	☐
6	Make use of messaging that is authentic and personalized.	☐	☐
7	Do not approach right away with an "ask" but approach with a "give" of some kind.		

Notes

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| | | ☐ | ☐ |

8   Refrain from posting irrelevant stuff that is out of context such as posting a selfie when it was not related to the post.

9   Take complete time to fully understand the settings of LinkedIn and its features especially the ones that have to do with privacy.

10   Do not become a lurker; engage in the posts of your connections. Like, share and comment on their posts.

11   Consider making use of some lighter stuff for personal engagement.

12   Always check on who views your profile. Invite people who check your profile and tell them why they should connect.

13   It is highly recommended to have a professional profile picture for your LinkedIn account.

14   Give good impressions on most visible places using catchy headlines and captivating summaries.

15   Take care of your privacy settings but keep your profile public. Make sure your full name is visible to your connections.

Notes

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16   Share content that is enriching, nourishing and valuable.

17   Always keep a professional tone that reflects responsibility and professionalism.

18   Make use of LinkedIn groups.

Notes