

LinkedIn Operating Rhythm Checklist

Now that your Profile is **A.L.I.V.E.**®, you will want to stay engaged with the LinkedIn community. Integrate these simple actions into your LinkedIn strategy.

| | Process | Frequency | Action Step |
|--------------------------|------------------------------------|--|---|
| <input type="checkbox"/> | View Updates | Daily | Like, comment, share your network's updates to show you have an interest in them. |
| <input type="checkbox"/> | Check "Who's Viewed Your Profile?" | Daily | Send personal connection requests to individuals not on your 1 st level. For others on your 1 st level, re-engage them. |
| <input type="checkbox"/> | Write Updates & Articles | Update 2-3 times/Week Article Monthly/Quarterly | Share industry updates/topics, promote for events, special announcements, etc. Focus on content relevant to your network. Provide a "call to action" in each Update/Article. |
| <input type="checkbox"/> | Review Advanced Searches | Daily/Weekly | This is your pipeline. Use LinkedIn's Boolean logic to create searches. As you receive search results, send personal connection requests to engage users. |
| <input type="checkbox"/> | Give Recommendations | Monthly/Quarterly | Identify individuals to provide a well written recommendation and/or endorsement. |
| <input type="checkbox"/> | Join Groups | Monthly/Quarterly | <ul style="list-style-type: none"> Identify, then join relevant Groups. Contribute to Groups by providing meaningful content. Evaluate relevance of your existing Groups. Leave a Group when appropriate. |
| <input type="checkbox"/> | Follow Companies | Weekly/Monthly | Identify companies of interest. Following them helps you to stay abreast of what's going on internally. |
| <input type="checkbox"/> | Export Connections | Annually | Maintain a copy of your connections on your local network for safekeeping. |

Does your LinkedIn profile still need a **B.O.O.S.T.**™?
Taylor-Leonard Corporation can help. info@taylor-leonard.com
www.BoostMyLinkedIn.com

