



## **Are you Simply on LinkedIn or Truly LinkedIn?**

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# About me



*I use LinkedIn to empower and inspire people to tell their amazing stories and master the Art of Social Reciprocity while maximizing their professional branding potential and social influence on LinkedIn without forgetting to have some fun along the way.*

*I am the President of Linked-Express, a member of the International Coach Federation (ICF), recognized as a Woman you Need to Know by the National Women Speakers Association, a Forbes Writer, a Women of Inspiration Winner 2019, and on the list of globally recognized LinkedIn Training Experts.*

*I am also a Career Specialist, LinkedIn Trainer / LinkedIn Learning Liaison at University of Toronto and the proud Founder of the #DecidetobeKind movement; a global movement intended to keep LinkedIn a safe, inspiring, and positive space for all that is bully-free.*



@ElsligerS



[www.linkedin.com/in/selsliger/](http://www.linkedin.com/in/selsliger/)

**My MOTTO: *Instead of waiting to be noticed first, be a Leader in your space-Lean-In, Listen-In, and Link-In!***

# Introduction

LinkedIn is a comprehensive professional platform that can be quite intimidating for some people. However, unless you do a deep dive into LinkedIn, you will always feel that you are missing something.

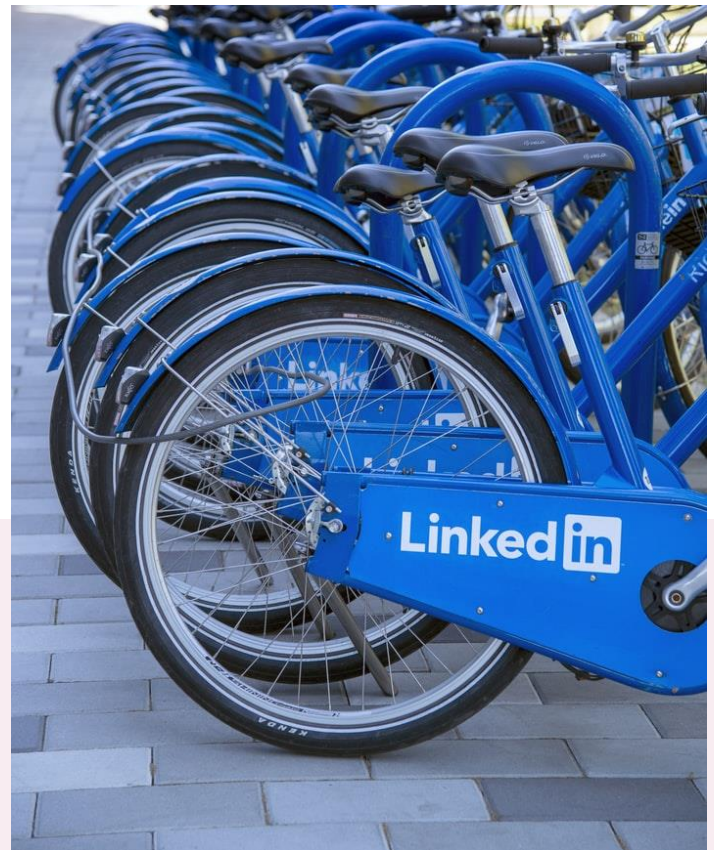
LinkedIn is a global networking site and you get to share your amazing story all over the world. But, in order to make that happen you must internalize the process, share content, master the art of social reciprocity, kick imposter syndrome to the curb, believe in your brand, and incorporate LinkedIn into your daily life.

You are the Master of your LinkedIn Journey! Once you embrace that, then the LinkedIn magic will begin to happen.

There is no better way to get the journey started than to first figure out how much you know and how much you are truly missing out on

These 120 questions will get you on your way to figuring out what LinkedIn is all about and what you can proactively do to set yourself up for LinkedIn success!

**ENJOY THE RIDE!**





# Are you Simply on LinkedIn or Truly LinkedIn?

Take the Quiz and find out



# Are you Simply on LinkedIn or Truly LinkedIn?

## Count the number of Yes' you have and see how LinkedIn you really are?


1. Do you have a customized background photo connecting you to industry, business, interest, or specialty?
2. Does your tagline outline your unique value proposition (UVP)-catchy and charismatic with a sprinkle of keywords?
3. Does your "About" section start with an enticing 2-line opener that is both compelling, catchy, and entice readers to hit "MORE"?
4. Do you market your TOP 3 skills and place them strategically at the top so they can be seen and endorsed?
5. Is your URL customized to be LinkedIn/in/yourname?
6. Is you own and write your story in 1st person?
7. Have you created 3 customized anchor links for the 3 websites you can use to increase your marketability by selecting "OTHER"?
8. Is your profile a story that authentically speaks to readers and (not a copy/paste) of your resume?
9. Do you have at least 3 recommendations/testimonials on your profile, since social recognition matters (character, professional, academic)?
10. Are all "4-key" LinkedIn search areas fully developed: Tagline, Summary, Experience, and Skill sections?

11. Is your profile picture approachable, friendly, front-facing, & only you?
12. Is your profile accessible and visible?
13. Do you start each experience section with a summary to show who you are behind the title instead of what's intuitive like roles and responsibilities? (like a cupcake with unique goodies on top)?
14. Do you customize EVERY connection request even using your mobile by going to MORE rather than hitting connect?
15. Do you have the proper postal code to make sure your location is accurate?
16. Have you identified "key" words you want to be found for and sprinkled them throughout your LinkedIn story?
17. Do you include a Call-to-Action (CTA), in your "About section", to give them some direction around "what next"?
18. Do you write longer articles / blogs via LinkedIn Pulse to increase your professional credibility and show thought leadership?
19. Do you put *Relationship Building* first and avoid starting things off with that annoying sales pitch or spam that nobody wants to receive?
20. Do you introduce the content you share on the news-feed to help spark conversation / discussion?

21. Do you use related #hashtags and encourage people to follow them?
22. Have you added images, documents, presentations, or video to your LinkedIn story to make it more robust?
23. Do you offer readers a glimpse into your future goals, ideas, and objectives?
24. If you are a job seeker, is your profile optimized and written for the job you want and not the job you have?
25. Do you have a customized tagline that makes people curious about who you are and what you offer?
26. Is the name you use on LinkedIn, the same name you use day to day?
27. Is the name section of your profile made up of your name only with maybe 1 or 2 credentials; not jam packed with information and emojis that make it harder for you to be found or tagged?
28. Are the skills on your profile relevant and the ones you really want to brand?
29. If you don't trust your own eyes to catch mistakes, and you don't have a human proofreader, do you use an app like Grammarly to check your grammar and spelling for you?
30. Do you belong to some LinkedIn Groups relevant to your profession, industry, academic background, or career interests?

31. Do you comment and engage with other people's posts or simply passively use "like" most of the time?
32. Do you reference job descriptions (especially on LinkedIn) for any desired positions you are seeking to find keywords to craft your profile in a way that would be attractive to potential employers and help you be found?
33. Do you have at least 50 connections to get you started as an official LinkedIn networker?
34. Is your LinkedIn profile mobile-friendly?
35. Have you filled in the optional sections that LinkedIn provides to help you make your profile more robust (languages courses, volunteer experience, etc.?)
36. Do you ask people to endorse you for specific skills?
37. Do you format your LinkedIn posts and create ones pleasing to the eye: shorter sentences, visuals, spacing, and the use of well thought-out emojis to break up the post?
38. Do you mention (@) others, in your posts, when the time is right (give credit, relevance, social reciprocity)?
39. Do you have both quantifiable and qualifiable achievements highlighted in your story?
40. Have you thoroughly familiarized yourself with the ever-changing privacy options in the 'Settings and Privacy' section?



41. Do you make it easy for people to reach you by adding your email address and cell number to the contact information section?
42. If you are a job seeker, do you match your major skill-sets in your "about" section and again in the "skill" section?
43. Are you effectively telling your company's story by showcasing your products and services, sharing updates with followers, and speaking directly to your targeted audience on your LinkedIn company page?
44. Have you deleted additional LinkedIn profiles?
45. Are you making sure to avoid using "buzzwords" commonly used by everyone (Sometimes there is a way too much "passion  " on LinkedIn!)?
46. Do you proactively network and build your community (not just people you know but people you should know) on LinkedIn to show that you are open to social connectivity?
47. Is the first letter of each Word Of Your Name Capitalized?
48. Is your "About section" more of a conversation piece rather than a dry recollection of your experience and skills like your resume?
49. Are you putting in the time to make your LinkedIn profile AWESOME by taking LinkedIn's suggestions and offers on how to make it stronger?
50. Do you initiate discussions in the groups you belong to?

51. Do you regularly give endorsements to others in your network?
52. Do you report any bad behavior / bullying / fake profiles to LinkedIn (<https://bit.ly/2Rr7dLn>)?
53. Do you take advantage of LinkedIn's Saved Searches Feature?
54. Do you reach out and connect with 15 people, from common groups, each month?
55. Do you effectively stay on top of your LinkedIn inbox so that incoming messages don't languish there for months?
56. Do you connect each experience to specific company pages to show company logos and add to your credibility?
57. Do you use video on LinkedIn on your profile/page, LinkedIn Publisher, and / or in your news-feed Posts?
58. Have you created a content schedule, so you are showing up regularly and viewers get into the habit seeing you and tuning in to what you share?
59. Do you control your clinginess by giving your new connections some time and space before asking them for a favor within 10 minutes of connecting with them?
60. Are you incorporating LinkedIn's analytics into your content marketing strategy, so you know who is checking you out, and most importantly, which posts, and articles, are resonating most with viewers?

61. Are you blurring the lines between way too personal and professional posts?
62. Have you downloaded the LinkedIn app?
63. Do you send a personalized congratulatory note to important connections you know who landed a new job, is having a birthday, or celebrating an important anniversary?
64. Do you utilize the "People You May Know" and "Who has Viewed your Profile" features to help build your LinkedIn network?
65. Do you use the "People Also Viewed," feature to see who the competition may be (You can turn this feature off if you don't want to be included in it)?
66. Do you make it a point of offering valuable content to showcase your expertise and knowledge on a consistent basis?
67. Do you highlight more than one position at the same organization to show your progression in the experience section (*LinkedIn automatically groups the information so you can spotlight multiple roles at a specific organization*)?
68. Do you make sure not to sound desperate, and waste valuable LinkedIn story space, by using headlines such as "Actively Seeking Opportunities", "Looking for Work", or "Looking for Work Again"?
69. Do you write your story using short paragraphs and easily digestible words in order to make it readable, understandable, and enjoyable?
70. Are you leaving the quickie mindset behind; realizing that patience and persistence will help you achieve LinkedIn success?

71. Do you post at different times throughout the week?

72. Do you send voice mail messages to make it more personal?

73. Do you market your customized LinkedIn URL on your marketing and branding materials?

74. Do you highlight important achievements in your education section and connect your education section to the page of the educational institution you attended?

75. Do you make sure to always thank and connect with generous commenters?

76. Do you view someone's profile before inviting them to connect to find out more about them and possibly find some common ground?

77. Do you follow influencers on LinkedIn?

78. Do you use LinkedIn reactions to express the way you feel?

79. Do you take advantage of "LinkedIn Learning" by building your skills then uploading the certificates of achievement on your profile?

80. Do you use "advanced" searches using the filters available and Boolean logic to help you target and find information more efficiently?

81. Do you follow targeted company pages of interest?
82. Do you showcase volunteer work and community involvement?
83. Do you act as a connector and introduce people, in your network, who should know each other?
84. When you write an article, do you make sure to also share it on your newsfeed as well as leverage other social media platforms?
85. If you are actively looking for a job, do you have the "open for job opportunities" feature turned on to privately let recruiters know?
86. Do you take a 70-30% or 80-20% (hard and relevant career skills verses transferable skills) approach to showcasing your skills?
87. Do you use your personal address to log in to LinkedIn and not your work address?
88. Is your Twitter Account (providing it is professional) added to your LinkedIn profile so you can post your LinkedIn update to Twitter and expand your reach?
89. Do you use the "LinkedIn Events" feature to create and join professional events on and offline?
90. Have you asked for a copy of your data, so you have an archive?



91. Do you have members of your team added in the project session?
92. Have you created your profile in another language to help users find you easier (LinkedIn matches viewers' language to your available language profile. If there's no match, your default profile will show)?
93. Do you make sure that your LinkedIn headline remains customized, and does not go to the default experience title, by removing the check, when you add a new experience?
94. Do you look carefully and research Chrome extensions for LinkedIn (to avoid ending up in LinkedIn Jail)?
95. Do you repurpose your content for the LinkedIn platform?
96. Do you hustle to make your way to that magical number of 501 to ensure that you don't put yourself at a disadvantage?
97. Do you use the "find nearby" feature to connect with like-minded individuals at networking events or other business-related functions?
98. Do you use LinkedIn as a steppingstone to generate real, in-person connections?
99. Do you edit your comments when necessary, just as you can change a published post, by using the icon on the top right of the comment?
100. Do you use the three dots on your post, in the upper right, of your post to share your article as opposed to the share button, for better reach?

101. Do you approach LinkedIn with an open mind?
102. Do you use the name pronunciation feature (available on mobile app only) to help people pronounce your name correctly?
103. Do you use the “more” tab in the job section to utilize the interview prep and resume builder features?
104. Do you tag people in your photos to encourage engagement with your images?
105. Do you use the LinkedIn Skill Assessments feature to demonstrate the knowledge of the skills you’ve added on your profile?
106. Do you create polls to generate quantitative data around topics of interest?
107. Do you use the “more” feature on other peoples’ profiles to get to the “kudos” feature to engage fellow co-workers and celebrate others?
108. Do you have your industry selected on your profile?
109. Do you use the green status dot next to your profile photo to let your network know you are currently online, and it may be a great time to reach you?
110. If you are in a hurry, and do not have a lot of time to respond to a message, do you reply quickly using one simple tap feature For example, “Thanks”, “I’ll get back to you”, “my pleasure”?

111. Do you customize your LinkedIn Feed to see the news and content you care about by tapping on the control icon on the top right corner of any update and going to “Improve my feed?”

112. Do you use the #OpenToWork photo frame to let your network know you are actively looking for work and would appreciate assistance?

113. Do you use the “more” tab in the job section to utilize the interview prep and resume builder features?

114. Do you post, articles, videos and now, documents (PDF)?

115. Do you offer freebies to direct viewers to your website, blog, or other social media platform?

116. If you are a business owner, do you use a showcase page as your LinkedIn portfolio where you can be creative and really focus on SEO-optimized topics?

117. Did you add Your LinkedIn profile page to your email signature?

118. Do you regularly add content to the “Featured” section; the area on your LinkedIn profile where you can showcase work samples that you’re most proud (in the about section)?

119. Do you block fake profiles and report when you see one (<https://lnkd.in/g8TH2g7>)?

120. Do you believe your story is worthy to be shared and full-heartedly embrace and take full advantage of this prime piece of LinkedIn real-estate you have been given to make it your own?

# YOUR SCORE

## HOW LINKEDIN ARE YOU?

🔥 100-120 Bravo! You are on fire on LinkedIn!

🔥 80-100 You are still LinkedIn HOT but, a bit more work will fire things up!

🏋️ 60-80 Not bad but there is some heavier lifting to be done-It could be time for a LinkedIn Make-Over!

😞 Below 60-Make the decision to rewrite the amazing career story of you and apply what it takes so you are totally LinkedIn!

**\*\*\*If there are some that do not apply, adjust accordingly!**

**TOTAL:** \_\_\_\_\_ / \_\_\_\_\_



# LinkedIn is a journey not a destination!

The more we understand all that we can do with LinkedIn,  
the more we will reap the rewards.

If you would like to connect, I am always open to hearing from you.

*Shelly Ebliger*

<https://www.linkedin.com/in/selsliger/>

