



Profile Checklist

- Professional Style Headshot
- Actual Title w/ Descriptive Title
- 2 Line Power Intro in Summary
- Interesting Cover Image - unsplash.com
- Connect to Employer Company Pages
- Rich Media - Video, PDFs
- Work Contact Information
- Vanity URL - [linkedin.com/in/kanekristin](https://www.linkedin.com/in/kanekristin)
- Bonus Sections: Volunteer, Certifications...
- Join RELEVANT Groups
- Verify Public Profile is Visible
- Create Click Worthy Content
- Creative Branded Content - [canva.com](https://www.canva.com)
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SOCIAL MEDIA STRATEGY

GOAL

AUDIENCE

CONTENT

MEASUREMENT

PLATFORMS



PERSONA NAME

CURRENT JOB TYPE



ABOUT

FAVORITE QUOTE

[Empty text box for favorite quote]

SENIORITY

[Empty text box for seniority]

PRIMARY LANGUAGE

[Empty text box for primary language]

WHEN THEY ARE ONLINE

[Empty text box for when they are online]

LOCATION

[Empty text box for location]

INTERESTS

[Empty text box for interests]

AFFINITIES

[Empty text box for affinities]

INDUSTRY

[Empty text box for industry]

[Empty text box for interests]

[Empty text box for affinities]

OTHER

[Empty text box for other]

[Empty text box for interests]

[Empty text box for affinities]

GOALS

- [Empty text box]
- [Empty text box]
- [Empty text box]

FRUSTRATIONS

- [Empty text box]
- [Empty text box]
- [Empty text box]

BRANDS THEY LOVE

[Empty text box]

[Empty text box]

[Empty text box]

INFLUENCERS THEY FOLLOW

[Empty text box]

[Empty text box]

[Empty text box]

LIKELY PLATFORMS THEY USE:

