

SET A CALENDAR ALERT FOR LINKEDIN: _____ (once a week)

Maintenance:

- Respond to Messages/Inbox
- Update Status
- Check company page for news to share
- Update profile if needed
- Respond to invitations

Add Connections (10 per week):

- People met in real life
- LinkedIn Recommendations of "People you may know"
- Email Import (not required regularly)

Be Active with Thought Leadership

- Post a status update
- Write a LinkedIn article

Be Nice:

- Endorse someone you know (clients, co-workers, friends)
- Write a recommendation for someone (clients, co-workers, friends)
- Check notifications and congratulate people in your network
- Look for clients or prospects on LinkedIn – leave a comment on their status share their posts

Participate in Groups:

- Post new discussion item (ask a question or share something relevant with your community)
- Participate in discussions (comment on and like other discussions)
- Post relevant industry news DON'T ADVERTISE

My priority groups are:

Build Relationships:

- Connect with key prospects or influencers, comment on status, look for conversation starters

My priority groups are:
