LinkedIn Expert Checklist

Before engaging a LinkedIn Expert seek answers to these questions through their own LinkedIn presence, website and digital footprint or by asking, to discover if they;

with Jo Saunders

EXPERTISE

- [ ] Show up in Google search as a LinkedIn Expert
- [ ] Are positioned as a LinkedIn specialist rather than generalist?
- [ ] Have over 5 years dedicated experience
- [ ] Have relevant prior experience
- [ ] A LinkedIn user of over 7 years
- [ ] Have a client focussed profile.
- [ ] Quote up to date statistics with sources?
- [ ] Publish regular content to demonstrate their expertise
- [ ] Share purposeful posts with personality
- [ ] Share insights & information about LinkedIn on other platforms
- [ ] Have LinkedIn and marketing specialists engage with them
- [ ] Have brand partnerships or affiliations
- [ ] Take the time to understand what matters to you
- [ ] **Do you feel confident in their depth of expertise to support you?**

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WALKING THE TALK

- [ ] Have a complete, branded and professional profile
- [ ] Are well-connected or have a large following of over 5,000
- [ ] Have conversations from others on their content
- [ ] Engage with their network and respond to engagement
- [ ] Up to date with trends and LinkedIn features
- [ ] Professionally contribute with diplomacy and respect
- [ ] Respond appropriately to comments and questions
- [ ] Write in the first person, with personality and credibility
- [ ] Leave positioning statements out of their name fields
- [ ] Evidence of regular relevant professional development
- [ ] Comply with LinkedIn User Agreement best practice
- [ ] Ask questions about your purpose and objectives for LinkedIn
- [ ] **Do they have the LinkedIn presence you aspire to have?**

REPUTATION

- [ ] Have recent and regular recommendations from clients
- [ ] Published by respected media sources, blogs and podcasts
- [ ] Speak at professional events and industry conferences
- [ ] Have case studies or success stories available
- [ ] Have an engaged network
- [ ] Partner with other credible business leaders
- [ ] Have published a book
- [ ] Have won awards or recognised for their expertise
- [ ] Often referenced or spoken about positively
- [ ] Transparent about their relationship with LinkedIn
- [ ] **Do they have the credibility and proof that makes you feel confident in their ability to support you?**

BOOK A DISCOVERY CALL
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