

# LinkedIn Operating Rhythm Checklist

Want to stay engaged with the LinkedIn community?  
Integrate these simple actions into your LinkedIn strategy.

Action	Frequency	Action Step
<input type="checkbox"/> View Updates	Daily	Like, comment, share your network's posts 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 1st level. For others on your 1st level, re-engage them.
<input type="checkbox"/> Write Posts & Articles	Post 2-3 times/week Article Monthly/ Quarterly	Share industry posts/topics, promote for events, special announcements, etc. Focus on content relevant to your network. Provide a "call to action" in each Post/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"> <li>Identify, then join relevant Groups.</li> <li>Contribute to Groups by providing meaningful content.</li> <li>Evaluate relevance of your existing Groups. Leave a Group when appropriate.</li> </ul>
<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.

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