

YOUR ESSENTIAL LINKEDIN CHECKLIST



The
POLKA. *

HYGIENE FACTORS (10-MINUTE TUNE-UP)

- Upload a professional headshot (no wedding snaps).
- Add a branded banner consistent with your company page.
- Rewrite your headline to say how you help clients (not just job title).
- Refresh your About section in plain English (what you do, who for, results).
- Add 2–3 items to Featured (case study, best post, testimonial).
- Check contact info & links work. Make sure role is linked to the Company Page.

PEOPLE BY FROM PEOPLE

Post one short learning or tip this

- week (what, so what, now what).
- Tag a colleague or partner to show breadth of expertise.
- Share a small story (challenge → approach → result) in your voice.
- Encourage 3 teammates to comment on each other's posts.
- Leaders: explicitly say "LinkedIn activity is part of the job."

COMPANY PAGE = DUE DILIGENCE

- Check logo, banner, tagline, services are up to date.
- Pin 1–2 posts that prove credibility (recent work, client impact).
- Sense-check the page: can a stranger grasp what you do in 10 seconds?
- Get the team to connect their roles to the company page.

WHAT TO POST: THE MIX (3-2-1)

- 3 x Professional/industry posts (add your take if sharing).
- 2 x Team/culture posts (wins, behind the scenes, thanks).
- 1 x Personal story (professional angle; human, not overshare).
- Try one carousel or short video this month.
- When resharing, add one sentence: "Here's why this matters..."

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SEARCH EVERYWHERE OPTIMISATION (SEO + LINKEDIN SEARCH)

- Google your name + company. Is LinkedIn on page 1? If not, update headline/About with clear keywords.
- Add 3–5 client-friendly keywords to Headline and About.
- Ensure the company tagline explains what you do & for whom.
- Use the Services section (creators/consultants) so you appear in filters.
- Start (or plan) a LinkedIn Newsletter if you've got ongoing insight to share.

KEEP IN TOUCH

- [Subscribe to our LinkedIn newsletter](#)
- **Questions or a tricky challenge? Message us on LinkedIn or drop us an email: hello@thepolka.co.uk**
- ★ **We want to help you unlock LinkedIn for your business**

CULTURE & EMPLOYER BRAND

- Map 6–8 “culture moments” for the next quarter (launches, milestones, anniversaries, charity days).
- Celebrate colleagues publicly (tag them).
- Show “how we work” (process, lessons learned), not just polished outcomes.
- Ask recent joiners: “What surprised you here?” Turn into a post.
- Use team posts to support recruitment campaigns (link to roles).

AI AS YOUR CONTENT SIDEKICK (WITHOUT LOSING TRUST)

- Use AI for structure/ideas/summaries; you add voice, judgement, examples.
- Paste a long draft → ask for a summary → rewrite in your tone.
- Build deeper prompts (audience, goal, constraints, examples).
- If using paid tools, turn off training on your data where possible; add brand docs for better context.
- Quick tip: avoid emoji overload & odd punctuation that gives away “AI”.

Struggling with marketing?

- Not being found on Google?
- Social not connecting with targets?
- Feeling out of control?



Get in touch

hello@thepolka.co.uk

www.thepolka.co.uk

(there's lots of free resources on our website)



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