

Your LinkedIn checklist

A simple structure to help you stay consistent, without being online all day.

Use this checklist as a weekly reference. You don't have to tick every box, every day — the goal is consistency, not perfection. Some days you'll have 10 minutes, some days you won't touch LinkedIn at all. That's fine.

But if you're aiming to grow your presence and build real traction, this is the baseline I recommend.

Engagement & relationship-building (daily)

The habits that grow your reach and build real connections.

- ☐ Comment on 5+ relevant posts (ideally before or after you post)
- ☐ Add 20 new connections (targeted to your niche)
- ☐ Message 10 existing connections (a check-in, thanks, or something useful)
- ☐ Check and reply to any DMs
- ☐ Reply to comments on your own posts (don't leave people hanging)
- ☐ Save 1-2 posts that stood out (for inspo or swipe file)

Content & visibility (weekly)

The rhythm that keeps your content consistent and strategic.

- ☐ Review your content plan for this week
- ☐ Add new ideas or voice notes if anything sparks
- ☐ Draft 2 (or more) posts
- ☐ Check what's working (impressions, comments, replies, saves)
- ☐ Spot the patterns: what worked, what to tweak next time
- ☐ Reach out if you're stuck or need ideas

Admin & maintenance (weekly)

Little things that keep your profile and inbox clean.

- ☐ Accept or ignore new connection requests
- ☐ Clear out any spammy messages
- ☐ Skim your profile — anything that needs an update?
- ☐ Flag anything you want help replying to