

Marketing LinkedIn Setup & Safety Schedule

Day 1 — Sanitize Your Personal LinkedIn Account

Your personal LinkedIn account should **not** be used for marketing purposes.

Update the profile identity

- Change your name using one of the following formats:
 - First initial + middle initial + last name (e.g., *J. P. Kumar*), **or**
 - First name only (LinkedIn allows mononyms in certain regions)
 - Replace your profile photo with a **neutral placeholder image**
(*Non-stock, non-personal — e.g., abstract or minimal graphic*)
 - Remove headline and summary content entirely
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Day 1 — Strip Down the Old Profile

- Remove all work experience entries
(*Alternatively, replace with “Confidential Role” without company tagging*)
 - Remove education and certifications
 - Remove skills and endorsements
 - Remove contact information
(*Keep only an unused backup email — not your active marketing email*)
 - **Hibernate the account once cleanup is complete**
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Day 1 — Secure the Active Marketing LinkedIn Account

- Enable **Two-Factor Authentication (2FA)**
(Use the marketing email or marketing phone number)
- Add a phone number for identity verification
(Marketing phone number only)

Initial profile setup (keep minimal)

- Name
 - Headline
 - Location
 - One or two job entries only
(Avoid fully built profiles on Day 1)
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Day 2 — Initial Networking Activity

- Send **10–20 connection requests** (relevant professionals only)
 - Like or comment on **2–3 posts** from your feed
 - **Do not post content yet**
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Day 3 — Gradual Profile Enhancement

- Add a professional profile photo
(Clear background, high quality, business-appropriate)
- Add an **About** section
(2–3 concise sentences, no keyword stuffing)
- Add **one additional work experience**
- Join **one relevant LinkedIn group only**
(Avoid joining multiple groups at once)

Day 4 — Light Engagement

- Send **5–7 new connection requests**
- Like or comment on **3–4 posts**
- Share **one post**
(Industry insight, article, or brief professional thought)

Day 5 — Strengthen Credibility

- Add certifications or volunteer experience (if relevant)
- Add **3–5 key skills only**
- Publish a short post about:
 - Professional interests, **or**
 - A lesson learned from a past project

Ongoing Weekly Maintenance (Critical)

- Keep connection growth **below 20 per week** until you reach 100+ connections
- Post **1–2 times per week**
- Avoid logging in from drastically different IP locations
- Never copy your old profile verbatim — **always rephrase content**

Expected Outcome

By the end of **Week 2–3**, your marketing LinkedIn profile will appear:

- Natural
- Professionally active
- Safe from duplicate-account or restriction risks

The old account will be fully sanitized and no longer flagged as a duplicate.

If Your Marketing LinkedIn Gets Restricted

LinkedIn Restriction Appeal Script

Subject: Request for Review of Restricted Account

Body:

Dear LinkedIn Support,

I recently noticed that my LinkedIn account has been restricted. I believe this may have occurred due to confusion related to a previously hibernated account created when I initially joined LinkedIn.

I would like to clarify that I am not attempting to impersonate anyone or violate LinkedIn's Professional Community Policies. My intention is simply to maintain one accurate, up-to-date professional profile.

I am happy to verify my identity and provide any documentation required. I have already taken steps to ensure only one active LinkedIn account exists under my name.

Kindly let me know if additional information is needed to restore access.

Thank you for your time and assistance.

Best regards,

[Your Full Name]

[Your Email Address]

[Phone Number – optional but recommended]

Important Appeal Tips

- Submit the appeal via the **official LinkedIn Contact Form**
- If government-issued ID is requested:
 - Ensure your name **exactly matches** your profile
 - Mask all ID numbers except your name and photo
- Maintain a calm, professional tone
(Do not accuse LinkedIn or express frustration)

