

LinkedIn Tips

Answers

- Share your expertise with others
- Build your thought leadership
- Don't be afraid to ask for help
- Remember - your network is interested and eager to help you
- Explain your efforts to look for answers so far first, before asking for help
- Use filtering tools to direct to all or part of your network, or all of LinkedIn

Answer questions

Ask questions

Status updates

- Key to your visibility
- Connect Twitter and LinkedIn profiles
- Use status updates to subtly remind your contacts of what you do
- Share links to interesting articles, websites & videos
- Pose a question related to a challenge you're facing
- Conduct an informal poll of your network
- Give your network a tip on something or someone you found valuable
- Talk about an event you're attending
- Use the "like" feature when you see a helpful update from one of your connections
- Don't mention personal things
- Don't try to promote your products or services
- Don't over-use the Twitter-LinkedIn interface!
- Limit yourself to 1-2 status updates a day
- "Hide" updates from connections who annoy you with off-topic or irrelevant updates
- Set up a calendar to post timely information about your industry, region, expertise, and other interests

Groups

- Join LinkedIn Groups to connect and interact
- Start a group in your niche - become a leader
- Offer to become a manager of an existing group
- Ask questions
- Provide useful feedback
- Create local subgroup and hold face-to-face meetings periodically

Building influence

- Reach out to help others
- Add a link to a key influencer in your status updates
- Recommend potentially valuable people to key influencers
- Use "who viewed my profile as a barometer of your involvement on LinkedIn"

Effective networking

- Make introductions
- Make recommendations
- Show appreciation to others who have helped you
- Give first, get second
- Connect with your key contacts at least once every two weeks
- Reply to anyone who contacts you even with just a brief response
- Send links to interesting articles to selected connections
- Be altruistic - take actions that benefit others not you
- Be thoughtful - focus on the needs of others
- Offer help when it's least expected
- Make new-comers feel welcome
- Watch others' status updates to initiate contact - start a conversation!
- Ask for advice
- Seek out face-to-face meetings with people in your network, where practical
- Proactively connect your contacts with potential clients or partners - people they should know
- Have a goal and a plan for utilizing LinkedIn
- Save your searches so you can re-run them periodically
- Use "save this search" function to track key people, companies
- Use the "follow company" function to be auto-notified of profile changes, job openings
- Tag your connections to make them easier to manage
- Use a person's profile to gather a list of discussion points prior to a meeting

Growing your network

- Search for people with whom you'd like to connect
- Look at contacts of your contacts for potential clients, networking opportunities
- Ask and answer questions as a way of connecting with more people
- Scope out the competition, customers, partners, etc.
- Join a diverse set of groups to diversify your contacts
- Reconnect with old classmates
- Connect with current colleagues
- Create a concise, compelling "elevator speech" of who you are
- Develop small inventory of elevator speeches you can use in different situations
- Review your address book, invite colleagues to join who could benefit most
- Be patient - building an excellent network takes time, IRL or on LinkedIn
- ABB - Always Be Building your network of connections, opportunities
- Use the plug-in for Outlook to add people from your contacts, e-mails to your connections
- Use the search/updates function to find new connections

Recommendations

- Recommend others - they'll usually reciprocate
- Give testimonials to get them
- Seek to have at least 6 reputable recommendations
- When you recommend others, you show up in their profiles
- Use key points from others' recommendations about you to enhance your profile
- That's what they think others should know about you!

Sending invitations

- Always personalize them!
- What's in it for them? Everyone is a networking opportunity for you
- Standard "I'd like to add you to my professional network" wording implies you don't care!

Should emphasize your UNIQUE EXPERIENCE!

Building an effective profile

- Take great care in crafting a headline that attracts the people, opportunities you seek
- Treat your headline as a sound bite that compels people to view your profile
- Use all 2,000 characters of the summary to tell your story - results, achievements, what makes you unique!
- Add plenty of passion - make sure people know about YOU, not just what you DO
- Use captivating words in your profile description - it's an ad, not a CV!
- Use dots or dashes to showcase multiple businesses or life roles
- Ideally, your profile should communicate how you can help others
- Make sure your profile communicates that you're growing and learning - NOT a dinosaur!
- A great place to add keywords to your profile
- Be consistent in keywords used here and elsewhere in your profile for improved search ranking
- Be benefit-oriented - what can you do for them?
- Display awards, achievements to build credibility
- Show volunteer work, committee positions, etc.
- Use "other" in education section to highlight any relevant workshops, training or internships you've had
- Use apps to spice up your profile
- Use to display testimonials from non-LinkedIn members
- Add helpful documents, presentations and more
- Helpful checklists
- Showcase your expertise
- Share presentations you've recently made
- Ideal for public speakers
- Suggest good books to others
- Add color to your profile
- Conversation starter
- Showcase expertise and personal interests
- Connect your blog
- Add links to your web presence
- Customize visible text of links using "other"
- Add groups/associations from real life and LinkedIn that are relevant
- Only display relevant LinkedIn groups you are a member of on your profile
- Make your profile client/customer focused - not CV focused
- Have a professional photo taken of yourself and add it to your profile
- View your competitors' profiles as memory jogger for what you should include in yours
- Recommended: Review, update your profile quarterly
- Update tagline
- What needs to be updated?
- What's missing?
- Add interests to your profile to give you more personality
- Change Your LinkedIn URL to your name - claim your vanity URL!
- Periodically optimize your profile with key words



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