

LST SOLUTIONS SCOTLAND TOP TIPS

SOCIAL MEDIA – LinkedIn

Firstly, set your Objective

Why are you using LinkedIn, what do you want to do and how will you measure its success?

Marketing – your business, products, services or yourself

Research – market, competitors, experts or professional development

Brand awareness and building – Personal and Business - to create a more dynamic and visible profile as an “expert”

Support – for your customer, associates, your network.

My objective:

TOP TIPS

1. Get your profile to 100%

Why get your profile to 100%?

According to LinkedIn those with 100% complete profiles are 40% more likely to receive opportunities.

Contact details when you first join are 25% of profile

Position 15% Education 15% Picture 5% Summary 5% Specialities 5% Ask for a Recommendation 5% - 2 past positions & 3 recommendations get you to 100%

Notes:

2. Enhance search engine results

In addition to your name, you can also promote your blog or website to search engines like Google and Yahoo! Your LinkedIn profile allows you to publicise websites. There are a few pre-selected categories like “My Website,” “My Company,” etc. However, that doesn’t tell google anything, it needs to be your website address as a link/url.

If you select “Other” in the editor you can modify the name of the link to your actual url. To make this work, be sure your public profile setting is set to “Full View.”

YOUR SUMMARY AND SPECIALITIES ARE ALSO INDEXED BY GOOGLE

Notes:

3. Improve your Google results

Make your profile information available for search engines to index. Since LinkedIn profiles receive a good Page Rank in Google, it is a great way to influence what people see when they look for you.

To do this, create a public profile by selecting “Full View.” Also, change your public profile’s URL to be your actual name. To improve the visibility of this page in search engines, use this link in various places on the web. For example, when you comment in a blog, include a link to your profile in your signature.

Notes:

4. Link to your LinkedIn profile Include your LinkedIn profile badge in your email signatures, on your website, Facebook, blog , your printed marketing material and business card.

Download or copy and paste a **Profile badge**

Find profile badge under edit profile, change public profile settings



Notes:

5. Spend some time on LinkedIn connecting your contacts

To build rapport and social influence with your connections, become more valuable to them, by dedicating time to strategically helping others to connect.

Working to connect your connections on LinkedIn not only helps you become a more influential person, you’ll also benefit from triggering the rule of reciprocity. Essentially, the rule of reciprocity states that when you do something that can benefit someone else, you’re making a psychological deposit with that person and he or she will feel obligated to repay the favor

Notes:

6. Groups

Groups are a great way to follow areas of interest to you and to network with others in your field of expertise. You can see who is most influential in the group and follow their LinkedIn activities. Find groups at [LinkedIn Groups Directory](#).

There are restrictions about whom you can contact with a free account. The person has to have been a colleague, classmate, someone you've done business with or a friend. One of the best bonus features of Groups is that you can send InMail to group members without upgrading to a premium account.

Notes:

7. Company pages

Companies can now show more about their business. With the new Products and Services tab, companies are able to feature products and services with descriptive overviews. Videos can also be embedded on the page.

Your professional network isn't just about the people you know, it's also about the companies in your network and how you're connected to them.

In Feb 2011, LinkedIn launched a new Company Search on LinkedIn. Now you can search for companies not only by attributes such as location, industry, and size but also by how you are connected. You can filter a set of results to include only those companies where you have a direct connection or broaden your search to include companies in your extended network.

Notes:

8. Follow Companies

Company follows allow you to keep an eye on events happening in those companies you're interested in

Notes:

9. Help Centre

When you have LinkedIn questions go to [LinkedIn's Help Center](#) to receive step-by-step answers

Notes:

10. Updates

You can see all the activity of your connections where you can take 3 Notes – your Notes shows up on all of your connections home page.

Notes:

11. Keywords

To optimise your profile use keywords that are relative to your industry, experience and skills. Optimise the specialties section and note your geographic location to improve the chances of coming up in searches.

Notes:

12. Mobile

Use your Mobile to connect with LinkedIn. There are apps for most.

Notes:

13. Network Statistics

Network Statistics allow you to see information about your network, including how many users you can access through your own connections. Your network grows each time you add a connection. To view, click on the Profile tab, and you'll see four more tabs, My Connections, Imported Contacts, Profile Organiser and Network Statistics

Notes:

14. Questions & Answers

One of the most used features on LinkedIn is questions and answers. Questions can be used for networking, research and marketing. People demonstrate their expertise by answering questions.

Notes:

15. Recommendations

An essential part of your LinkedIn profile is your recommendations. LinkedIn suggests that those with recommendations are three times as likely to get enquiries through LinkedIn searches. To ask for a recommendation, go to the Profile tab and select recommendations. Choose from your list of jobs and education and decide what you want to be recommended for and whom you'll ask. Then create your customised message and send.

Notes:

16. Tools

There are a number of [productivity tools](#) to search, grow your network and manage your contacts. Download an Outlook toolbar, browser toolbar, email signature, Mac search widget and a Google toolbar assistant.

Notes:

17. Take time to look at your networks connections: Is there anyone you would like to be introduced to?

Notes:

18. Updates with Twitter

Add Twitter to your LinkedIn profile, so when you update your LinkedIn network you can choose whether to share it on Twitter. It's a very powerful way to integrate the business side of your tweets. [LinkedIn and Twitter working together](#)

Notes:

AND FINALLY Add LinkedIn updates to your to-do list and make LinkedIn an active part of your social networking. Try to update your profile regularly by making a connection, requesting a recommendation, asking or answering a question, commenting on an interesting update, connecting contacts, adding a slide presentation or even adding a book to your Amazon reading list.

DO YOU HAVE ANY TOP TIPS or SUCCESSES?

Please do [EMAIL US](#) and share them.

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