

## Getting Started

1. **Access your home page at [www.linkedin.com](http://www.linkedin.com)** and personalize your profile with career and educational background.
2. **Build your connections** by selecting the “people” drop-down option on the search box and entering names.
3. **Join groups** using a keyword search to connect with like-minded individuals and to grow your network.

## 5 Tips for LinkedIn Success

1. **Personalize invitations** to connect with a message about how you know the person and why you want to connect.
2. **Request recommendations** from past managers, colleagues and clients who can vouch for you. Suggest specific projects or qualifications that they can cite in the recommendation.
3. **Update your status** at least once weekly with a newsworthy item, link to blog post, article, tip or upcoming event.
4. **Manage your privacy settings** to control your profile visibility, update passwords and manage frequency of sponsored emails and group digest updates.
5. **Participate in group discussions** by joining relevant geographic and industry-related groups.

## Tricks of the Trade

- Monitor and engage with updates from your network. Use the messaging feature to maintain proactive communication with key connections. Staying top of mind is key to growing your business.
- Company profiles can provide a more personalized online presence for businesses with limited websites, such as franchises.
- The advanced search tool is a robust search engine and is particularly helpful in looking for profiles on LinkedIn with specific skills.
- Build a habit of sending a personalized invitation to connect on LinkedIn to all clients and whenever you meet someone new at a business event.
- Be wary of allowing LinkedIn to access your email address book to find connections. It's easy to erroneously send invitations.



## The Language of LinkedIn

### Contact Us:

 [www.linkedin.com/in/nwleary](http://www.linkedin.com/in/nwleary)

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[www.onlineamplify.com](http://www.onlineamplify.com)

- **Home page:** Your LinkedIn dashboard includes an inbound news feed with updates from your connections and sponsored content. A navigation menu is at the top of the page, and outbound options to share an update, upload a photo, or publish a post are present. Various stats relating to your content and updates from your network are in the sidebar and header.
- **Connections:** The users you are directly connected to on LinkedIn. A 2<sup>nd</sup> degree connection is the contact of one of your connections, while a 3<sup>rd</sup> degree connection is the contact of a 2<sup>nd</sup> degree connection.
- **Invitation:** A notification sent to another user to make a connection. An invitation can also be sent to a non-LinkedIn member, requesting them to join.
- **Recommendations:** Similar to job references testimonials, these are created by your connections to enhance your credibility and validate your skills and expertise.
- **Group:** A place to find other LinkedIn users in your industry or who share an interest or geography. Use groups to find resources, explore opportunities for collaboration and demonstrate your credibility.
- **LinkedIn Premium:** Paid accounts with additional functionality including InMails, additional search functionality and more robust information regarding those who viewed your profile.
- **Professional Headline:** The text beneath your name which defaults to your current job title and company. May be edited to share your own value proposition.
- **Profile:** A user's page, including experience, recommendations, education, published articles, groups and more. All or parts can be viewed by registered LinkedIn users and others depending on your privacy settings.
- **Summary:** The top section and most highly viewed section of your profile, summarizing your skills and experience. May be written in the first or third person and can include a video, presentation or image. Be sure to offer a well written, specific and keyword-rich summary.

### Additional Resources

#### LinkedIn Help-

<http://help.linkedin.com>

#### Google Analytics- Monitor website referral traffic from LinkedIn

<http://www.google.com/analytics/>