

# Tips for using LinkedIn

LinkedIn is a free social media site used by more than 238 million business professionals. It can be a **great tool for business-to-business networking** as well as for **quickly improving your online visibility**. Here are a few tips to use once you sign up to create a profile. [www.linkedin.com](http://www.linkedin.com)

- People want to see you! Upload a good quality casual photo or a professional head shot. **Profile photos** are fairly small (80 x 80 pixels); crop yours closely for the best result.
- To change your **email preferences**, hover over your profile picture (upper right corner) and click 'Review' > 'Privacy & Settings'. At the bottom of that page, click 'Communications'. Click 'Set the frequency of emails' to sign up for daily, weekly or no updates; these will be delivered to your email inbox.
- **Engagement is important!** Watch for opportunities to comment on your contacts status updates – doing so will keep your name fresh on their minds.
- While in your 'Settings', click on 'Profile' > 'Change your profile photo & visibility'. Click the circle for 'Everyone'. Click 'Save Settings'. This will **allow potential clients to easily access your information**, even without joining LinkedIn themselves. The various links below 'Privacy Controls' allow you to customize your profile by selecting what information you would like to share with those that don't know you yet.
- Again, while in 'Settings' select 'Turn on/off your activity broadcasts' under 'Profile' and **turn off the activity feed** for now. If you leave feeds 'on' your contacts will be notified each and every time you edit your profile...turning feeds 'off' will prevent them from seeing numerous tweaks made as your profile is developed.
- Start building your network by **importing contacts from your email account**. Select 'Network', 'Contacts', then follow directions for importing. Contacts who are already members of LinkedIn will display a small logo next to their name...invite them to connect with you. (NOTE: make sure you don't select the option that will send out an invite to EVERYONE on your email list - that can be spammy. Only invite the people who are already participating on LinkedIn.)
- Have a stack of business cards on your desk? **Use the 'Search' function** (top center section of the page) to see if they are members and invite them to connect. You can toss the business cards once you've established a connection online.
- **Join a few groups**. Hover over 'Interests' (along the top) then click 'Groups'. A list of local groups will appear...scroll through and join ones that interest you.
- Help contacts you've done business with succeed by **recommending them on LinkedIn**. While viewing their profile look for the blue tab that says 'Send a message' – click the down arrow next to that tab and select 'recommend'. You'll be instructed to write a brief blurb about your experiences working with that contact. Take time to write recommendations thoughtfully - they appear on your profile and the profile of person you are recommending.
- **Need more help** with LinkedIn? Hover over your profile picture (upper right corner) and select 'Get Help'.
- When your profile is complete it's time to start letting your contacts know what you and your business are up to. Start by **updating your status 1 time every week** with *business related information*. Once you get comfortable sharing info on LinkedIn you can increase that number to 2 status updates each week. Postings can include announcing events, talking about industry meetings you are attending, educating people about new programs being offered, sharing job openings, and more...it only takes a minute and will help keep your business fresh on people's minds.

As with any social media platform, **having a plan for consistent status updates is important**. If you are unsure about what type of info to share, or find you are not consistently managing the site, please contact PR Consulting. We manage LinkedIn accounts for busy professionals just like you and even ghostwrite status updates....**we can help!**

**Phone: 360-325-3127**

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

