




# THE LOWDOWN ON LINKEDIN

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Dana VanDen Heuvel Coming up with more cities to run our "Marketing Stimulus Plan" event 16 days ago

<b>Current</b>	• <b>Founder at MarketingSavant</b> 
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<b>Recommendations</b>	48 people have recommended Dana
<b>Connections</b>	500+ connections
<b>Websites</b>	• <a href="#">My Blog</a> • <a href="#">My Company</a>
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## WHAT EXACTLY IS LINKEDIN?

LinkedIn is a business-oriented social networking site founded in December 2002 and launched in May 2003 mainly used for professional networking. As of February 2009, it had more than 35 million registered users, spanning 170 industries.

## BUILDING YOUR BEST PROFILE

- Join LinkedIn and complete the overview information
- Complete employment and education history
- Add a profile summary
- Select an industry and add your specialties
- Add your website(s)
- Create Public Profile URL
- Determine your Public Profile URL
- Set your Contact Settings
- Upload your Contacts from your email client
- Make introductions to connect via LinkedIn
- Collect at least 3 recommendations from your "network"
- Give and you shall receive!
- Regularly monitor the Q&A section for questions you are able to answer
- Ask questions that can help you do your job.

## TOP TEN LINKEDIN PROFILE ERRORS

Source: Christopher Rollyson, [www.rollyson.net/](http://www.rollyson.net/)

1. Misspellings or nonstandard names prevent people from finding you.
2. Being faceless; a picture aids recall when you've met people face-to-face, and people with pictures far more likely to be contacted.
3. Not using "Status Visibility," LinkedIn's internal version of Twitter, to keep your connections current on what's important to you today; based on what you're doing, they can reach out to help you. Better yet, connect to ping.fm and use Twitter to update LinkedIn.
4. Not using the summary to show how you are qualified to do what you want to do; use the "experience" to support the summary.
5. Not leveraging the "Specialties" area for keywords that are associated with the people you want to attract; these are bait, and you want LinkedIn members searching for these keywords to find you.
6. Being afraid to list multiple activities as "Positions" under "Experience." Although members have to make sure that concurrent activities could not be construed as conflicts, employers increasingly understand that employees have side businesses and activities.
6. Being careless with Recommendations. View them as a portfolio and use them to support the themes of your profile, so "set the table" when you ask for one. Ask the recommender what aspect of your work you would like him/her to comment on.
7. Missing the gold mine of LinkedIn Answers. These discussion forums can be included with the Profile and add significant value because they enable people to see your expertise and professionalism in context.
8. Few LinkedIn members participate in the Forums.
9. Lack of strategy or purpose; the most effective profiles have an organizing principle that supports a goal, which is the spine, and everything else branches off from it.
10. Omitting personal interests. Boomers were taught that "work" was separate from "home." No longer, so include your passions under "Additional Information" to enable people to connect with you that way, too.



## Finding a Job with LinkedIn

Adapted from Guy Kawasaki and Liz Ryan

1. **Get the word out.** Tell your network that you're looking for a new position because a job search these days requires the "law of big numbers."
2. **Get LinkedIn recommendations from your colleagues.** A strong recommendation from your manager highlights your strengths and shows that you were a valued employee.
3. **Find out where people with your backgrounds are working.** Find companies that employ people like you by doing an advanced search for people in your area who have your skills.
4. **Find out where people at a company came from.** LinkedIn "Company Profiles" show the career path of people before they began work there.
5. **Find out where people from a company go next.** LinkedIn's "Company Profiles" also tell you where people go after leaving the company.
6. **Check if a company is still hiring.** Company pages on LinkedIn include a section called "New Hires" that lists people who have recently joined the company.
7. **Get to the hiring manager.** LinkedIn's job search engine allows you to search for any kind of job you want. However, when you view the results, pay close attention to the ones that you're no more than two degrees away from.
8. **Get to the right HR person.** The best case is getting to the hiring manager via someone who knows him or her.
9. **Find out the secret job requirements.** Job listings rarely spell out entirely or exactly what a hiring manager is seeking. Find a connection at the company who can get the inside scoop on what really matters for the job.
10. **Find startups to join.** Maybe this recession is God telling you it's time to try a startup.
11. **Build your network before you need it.** As a last tip, no matter how the economy or your career is doing, having a strong network is a good form of job security.





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## A BAKER'S DOZEN SMART WAYS TO USE LINKEDIN

Adapted from Guy Kawasaki

Most people use LinkedIn to “get to someone” in order to make a sale, form a partnership, or get a job. It works well for this because it is an online network of more than 35 million experienced professionals from around the world representing 170 industries. However, it is a tool that is underutilized, so here is a list of ways to increase the value of LinkedIn.

### 1. Increase your visibility.

By adding connections, you increase the likelihood that people will see your profile first when they're searching for someone to hire or do business with. In addition to appearing at the top of search results.

### 2. Improve your connectability.

Most new users put only their current company in their profile. By doing so, they severely limit their ability to connect with people. You should fill out your profile like it's an executive bio, so include past companies, education, affiliations, and activities. You can also include a link to your profile as part of an email signature.

### 3. Improve your Google PageRank.

LinkedIn allows you to make your profile information available for search engines to index. Since LinkedIn profiles receive a fairly high PageRank in Google, this is a good way to influence what people see when they search for you. To do this, create a public profile and select “Full View.” Also, instead of using the default URL, customize your public profile's URL to be your actual name.

### 4. Enhance your 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 publicize websites. There are a few pre-selected categories like “My Website,” “My Company,” etc. To make this work, be sure your public profile setting is set to “Full View.”

### 5. Perform blind, “reverse,” and company reference checks.

LinkedIn's reference check tool to input a company name and the years the person worked at the company to search for references. Your search will find the people who worked at the company during the same time period. Since references provided by a candidate will generally be glowing, this is a good way to get more balanced data.

### 6. Increase the relevancy of your job search.

Use LinkedIn's advanced search to find people with educational and work experience like yours to see where they work.

### 7. Make your interview go smoother.

You can use LinkedIn to find the people that you're meeting.

### 8. Gauge the health of a company.

Perform an advanced search for company name and uncheck the “Current Companies Only” box. This will enable you to scrutinize the rate of turnover and whether key people are abandoning ship.

### 9. Gauge the health of an industry.

If you're thinking of investing or working in a sector, use LinkedIn to find people who worked for competitors—or even better, companies who failed.

### 10. Track startups.

You can see people in your network who are initiating new startups by doing an advanced search for a range of keywords such as “stealth” or “new startup.”

### 11. Ask for advice.

LinkedIn Answers, aims to enable this online. The product allows you to broadcast your business-related questions to both your network and the greater LinkedIn network.

### 12. Integrate into a new job.

When people start a new job, ordinarily their roots aren't that deep in the new company. However, with LinkedIn, new employees can study fellow employees' profiles and therefore help them get to know more people faster in a new company.

### 13. Scope out the competition, customers, partners, etc.

This seems like it's a no-brainer, but you can use LinkedIn to scope out the competition's team as well as the team of customers and partners.