

30 Linked-Express Link-Bits

1.

Use both a professional headshot and a background marketing shot to support your brand.

2.

Your headline is your UVP (Unique Value Proposition). It is not your title but rather your value in key words.

3.

Your LinkedIn profile is NOT your resume; it is your professional story... so avoid the “cut and paste” method. Write as if you are having a conversation with someone.

4.

There are four key sections that work with the LinkedIn Search Algorithm: Tagline, Summary, Skills, and Experience.

5.

Aim to get 1 reference for every 150-200 connections.

6.

Use a Mind-map system to build your network. Think of people from the past; from school, work, sports, associations, organizations, special groups, etc. You are not even an entity on LinkedIn until you have reached 50 connections so think about who you know and who can help you get there immediately.

7.

Customize your URL- do not leave the given numbers at the end. Keep it simple and make sure it is as close to your name as possible.

8.

Use the Tag feature to manage your connections. There are four “default” tags but you can make up to 200 unique tags. This is a great filtering system.


9.

Connections refer to the people you invite or who directly invite you to be part of their professional network. Network refers to the contacts that your connections know. Leave your status updates “public” so you can get noticed.

10.

This Icon  allows you to add rich media: documents, videos, links, photos, etc.

11.

You can re-position sections of your profile to make it work for you by highlights your strongest sections first. Use the  key (next to the rich media key) to move the sections.

12.

Never use a nic-name or pseudo name.

13.

Take an 80-20% when building your LinkedIn profile; 80% professional and 20% personal.

14.

If you have a company, make sure to create a company page to showcase your products and services and draw people to your website.

15.

Customize the 3 website Links available and turn them into “Anchor” links by using “other”.

16.

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17.

In the summary section, write a concise “call to action” that explains to people who land on your page exactly what it is you’d like them to do. Maybe you want them to call or email you or visit your site to sign up to your mailing list.

18.

Make sure the messages you send to others are personalized (not available via Mobile).

19.

Complete your profile. Nothing says amateur than an incomplete profile.

20.

With Pulse open to everyone (not just influencers), it's a massive opportunity to expand your reach through blogging.

21.

Don't be shy about calling out your LinkedIn profile. Put it on your email, business card, etc... – anything with your name on it, your profile should be there too. Invite people to view it..that's how great it is!

22.

Accessing LinkedIn on the move through iPhone, Android, Windows or BlackBerry apps enables you to update your profile and connect with business acquaintances at events and conferences. You can use the LinkedIn mobile application to pull up background details of the person you are meeting on-the-go, putting you in good stead for a great introduction and conversation points.

23.

LinkedIn allows users to save up to ten job searches and three people searches. After conducting a search, clicking the Save search option on the right allows you to save a search and easily run it again later.

24.

Want to connect with another LinkedIn user but think it would seem too out of the blue? You can request an introduction to contact a 2nd-degree connection from a connection you both have in common. Simply visit the profile of the 2nd-degree connection you want to connect with, click the triangular drop-down arrow near the top of their profile, select Get Introduced, choose which shared connection you'd like to request the introduction from, and explain why you'd like the introduction.

25.

Found on your LinkedIn homepage, Network Updates are essentially LinkedIn's version of the Facebook News Feed. Check this feed periodically for a quick snapshot of what your connections are up to and sharing. You can also sort by Top Updates or Recent Updates to filter your feed in one way or the other.

26.

Want another LinkedIn user or company to see your status update? Include the @ symbol immediately followed by the user's/company's name in your status update. As a result, that user/company will get alerted that you mentioned them, and their name will also link to their profile/page in the status update itself.

27.

Did you know that if you're a member of the same group as another user, you can bypass the need to be a first-degree connection in order to message them? In addition, group members are also able to view the profiles of other members of the same group without being connected.

28.

LinkedIn has a few different designs of profile badges that can help you promote your LinkedIn profile to the world. To find these badges, go to 'Settings' and then click on the link to 'Edit your public profile'. To the right, you will see 'Profile Badges'. Clicking on 'Create a profile badge' and this will bring you to another page where you can choose from the many designs available.

29.

Make sure to delete any additional LinkedIn accounts. LinkedIn was designed to cater to only one profile per individual. Having more than one profile skews the LinkedIn search algorithm.

30.

LinkedIn works when you work it. The more you nurture your profile, make sure you are visible, and continuously build and interact with your network, the more success you will have.

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