

# LinkedIn

## Complete Profile

1. A profile photo
2. Industry and location
3. Current position with description
4. Two past positions
5. Education
6. Skills 3+
7. 50+ connections
8. *Edit Custom URL (optional)*
9. *Website Listings (optional)*

*Users with complete profiles are **40x more likely** to receive opportunities on LinkedIn.*

## Company Page

- Post Updates (design. admin)
- Showcase Pages
- Sponsored Updates & Jobs
- Insights
- Not very visible in feed

## Groups (50 max)

- Create your own group
- Network in the Digital Room
- Send Messages to Members
- Promote content in Groups
- Use Promotions or Jobs Feature
- Have been overused, not as effective as they used to be

## Functions

- Profile (shareable, download pdf)
- InMail
- Updates (with media), very effective
- Publisher
- Jobs
- Learning (formerly Lynda.com)
- SlideShare
- Degree of separation from company
- Follow influencers

## Network

- Connect with 1<sup>st</sup> degree
- Previous colleagues & classmates
- Browse 1<sup>st</sup> degree connections
- People You May Know Suggestion
- Use Advanced Search
- Save Searches & Create Alerts
  - (3 searches on free accts)
- Watch Network Interactions
  - (use email notifications)
- Contact Who's Viewed Profile
- Ask for Introduction

## Paid Accounts

### Justified if you are:

- a recruiter
- in business development
- in sales
- a job seeker