

LEVERAGING LINKEDIN

Your LinkedIn profile is optimized, and your network is growing . . . now what? Most people optimize their profile and then disappear off LinkedIn. They forget that LinkedIn is more than just a place to house your profile and accomplishments. Follow these tips to get LinkedIn to help you in your career and networking goals.



- Your Profile Photo—Profiles with headshots get viewed 7 times more often than profiles without. Make sure your profile picture stands out. Consider these tips:
 - Get photographer
 - Use lots of light
 - Dress professionally
 - Camera at eye level
 - Big, genuine smile
 - Limit Photoshopping
 - Crop modestly
- Your Profile
 - Turn off notifications while updating your profile
 - Personalize your headline
 - Your summary = your virtual introduction
 - Consider adding your contact information (only your connections can see)
 - Add multimedia files (resume, docs, video, etc.)
 - Keep experience relevant and recent
 - Get recommendations and give recommendations
 - Add sections to your profile
- Add Connections
 - Star with who you know
 - Add connections regularly
 - Add a personal note to your connection requests
- Stay connected
 - Follow-up with your connections
 - Recognize their celebrations
 - React and comment to your connections' posts
- Follow Stuff
 - Target companies
 - Influencers
 - Groups
 - Schools
- Create Content
 - Original work
 - Reposting

By connecting with people on LinkedIn, you are able to keep in touch with them. Consider it drip-feed marketing.

When connected, that person is subscribed to your LinkedIn activity and updates. Each time you update your profile or send out a status update or get recommended or publish a long-form post, they have the potential to see it and be reminded of you.

One of the key benefits of LinkedIn is that it turns invisible relationships visible. Looking at the list of employees on a LinkedIn company page, you can see how you are connected to them: first-degree, second-degree, third-degree, or through a group. If you find an employee who's a second-degree connection, visit that person's profile to see the mutual connection you have in common. If it is someone you are on familiar terms, reach out and ask for an introduction. If the employee has provided contact information, use your shared connection's name as an ice breaker. LinkedIn does not just offer company research. Profiles are brimming with great information, too, even if the person hasn't optimized his or her profile.

Source:

<https://www.dummies.com/social-media/linkedin/10-tips-leverage-linkedin/>